



**2011**

# **HODAC Annual Helpline Call Report**

ANOVA Business Analysts

12/27/2011

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## Executive Summary

- ✓ Data has been collected and disseminated for HODAC for all collected taken and made into the Helpline Georgia line for the reporting period of October 1, 2010 – September 30, 2011. This reporting period changed from July 1 – June 30 in FY'10.
- ✓ Additionally, the regions of BHDDAD (Behavioral Health, Developmental Disabilities, and Addictive Diseases) were altered in FY'10, with an additional Region being added by dividing the remaining Five regions up, totaling six. This alteration was performed to provide more even coverage of services for the state.
- ✓ There were 10461 calls logged into Helpline Georgia during FY'11. This is down an overall 17% from FY'10 when there were 11757 calls logged. Upon inquiry as to a contributor of the decline, there was an issue with a staff member logging all of the calls appropriately and thoroughly. Corrective action was taken with the employee receiving the appropriate disciplinary action and retraining for all of the staff. Upon monitoring and follow up, it was determined that all employees were logging calls appropriately to ensure adequate and accurate data collection for each.
- ✓ State, regional and county data is analyzed for FY'11. Call data is disseminated at the state, regional, and county level for high level demographics as gender, race, ethnicity, employment status, and age.
- ✓ Calls are also analyzed and broken down by top reasons, or 'needs' people utilize Helpline Georgia for, as well as a breakdown of predetermined Substance Abuse areas such as Crack, Methamphetamines, Alcohol, and Prescription Drugs. Additionally, due to the number of deployed military personnel in the state, calls involving Military issues were also focused on.
- ✓ The ethnic breakdown of FY'11 has remained static for each of the last eight years of reporting, where approximately 97% of all calls originate from Caucasians and African Americans.
- ✓ The Hispanic ethnicity is the only other group that is statistically relevant in terms of the number of calls received in by the Helpline at the state level. For the past eight reporting periods, there have been approximately 2% of all calls made from the Hispanic population.
- ✓ There was a near 6% increase in calls originating from Fulltime Employed callers when compared to FY'10, with a 4% reduction in calls from the Unemployed over the same reporting time frame.
- ✓ Seasonal reporting has again revealed that the highest call volumes occur during the late spring and summer months of June, July, August and September. As was the case in previous years, November, December, January and February continue to cull the lowest call volumes within the year.
- ✓ The highest call utilization originated in FY'11 from counties in both Metropolitan Atlanta as well as Central Georgia. The top three counties we represented by Atlanta counties of Fulton, Cobb and Gwinnett, with the two central Georgia counties of Houston and Bibb rounding out the top five counties.
- ✓ There continues to be an increase in both the number of calls and the percentage of total calls with regards to Prescription Drugs over the past few reporting periods.

## Methodology

10461 collected calls were reported from Helpline Georgia in FY'11. This represents an eleven percentage decrease in calls over FY'10, where 11757 calls were gathered. The reporting period for each year reported is from July 1 – June 30. Calls have been collected and reported from Helpline Georgia for the past seven reporting periods, and include calls at the state, regional, county and city level.

Data that is received for dissemination and analysis is in a raw state, where data cleaning and repair operations are performed to ensure data can be analyzed and compared to previously reported years. It is imperative that culled data is utilizable. The term utilizable represents those calls that yield only full and complete information at the point of collection where certain required fields are expected to be gathered on each call. This allows a consistent, accurate set of data that can be analyzed and compared.

Data that has missing or improbable data results cannot be used. Calls with errors or missing information are scrubbed from the final data set so it does not taint or skew results. This exercise is completed in an effort to avoid any Type 1 or Type 2 statistical errors that can essentially render a database irrelevant.

Statistical testing is performed at the base level with each dataset as a safeguard to keeping the information true and accurate. Data from the state, regional and county level was compared using various criteria and areas of importance.

Over the years of data collection, analysis and reporting, call patterns, originations and behaviors can be determined. The results and conclusions from this analysis have great implications for understanding the areas of the state with specific reporting issues. The understanding of these call issues allow Helpline Georgia to gear its services to more effectively serve the population of Georgia, and specialize and customize both marketing and educational initiatives.

All data, both tabular and graphical, was created by ANOVA Business Analysts, LLC for the purpose of analyzing the calls from FY'11 for HODAC, Inc. Please make inquiries to the following:

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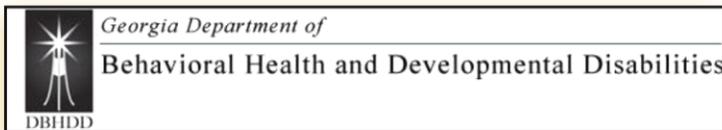


## About HODAC

HODAC Incorporated began as The Houston Drug Action Council in 1970, following the highly attended Byron Rock Festival, also known as the Atlanta International Rock Festival held in nearby Peach County. It became apparent through the Rock Festival that there was a great need for drug intervention programs to be implemented within the county and neighboring areas. Concerned citizens began looking at the problem of drug use amongst the youth of the county as well as rising teen pregnancy rates. In 1973, the Houston Drug Action Council was incorporated with a staff of fulltime help to combat the issues of concern within the region.

Throughout the 38 years HODAC has been operating in the Central Georgia Region, it has grown and morphed to meet the needs of the community and regional community. Currently, HODAC operates three help lines in addition to Helpline Georgia where the services offer information and referrals not only for substance abuse, but gambling, victim assistance, and community resources. Additionally, HODAC provides a victim assistance center offering help to victims of crime in Houston County and hospital accompaniment for victims of sexual assault and domestic violence. Legal assistance is provided for eligible low income and/or minority clients who are victims of sexual assault, domestic violence, dating violence or stalking. Residential housing and aftercare is provided for women of domestic violence, as well as prevention individual and group counseling in local schools, and a free teen center for youth aged 10-18.

## About GA Department of Behavioral Health & Developmental Disabilities



The Georgia Department of Behavioral Health and Developmental Disabilities provides treatment and support services to people with mental illnesses and addictive disease, and support to

people with mental retardation and related developmental disabilities.

The Mission of BHDDAD is to provide and promote local accessibility and choice of services and programs for individuals, families and communities through partnerships, in order to create a sustainable, self-sufficient and resilient life in the community.

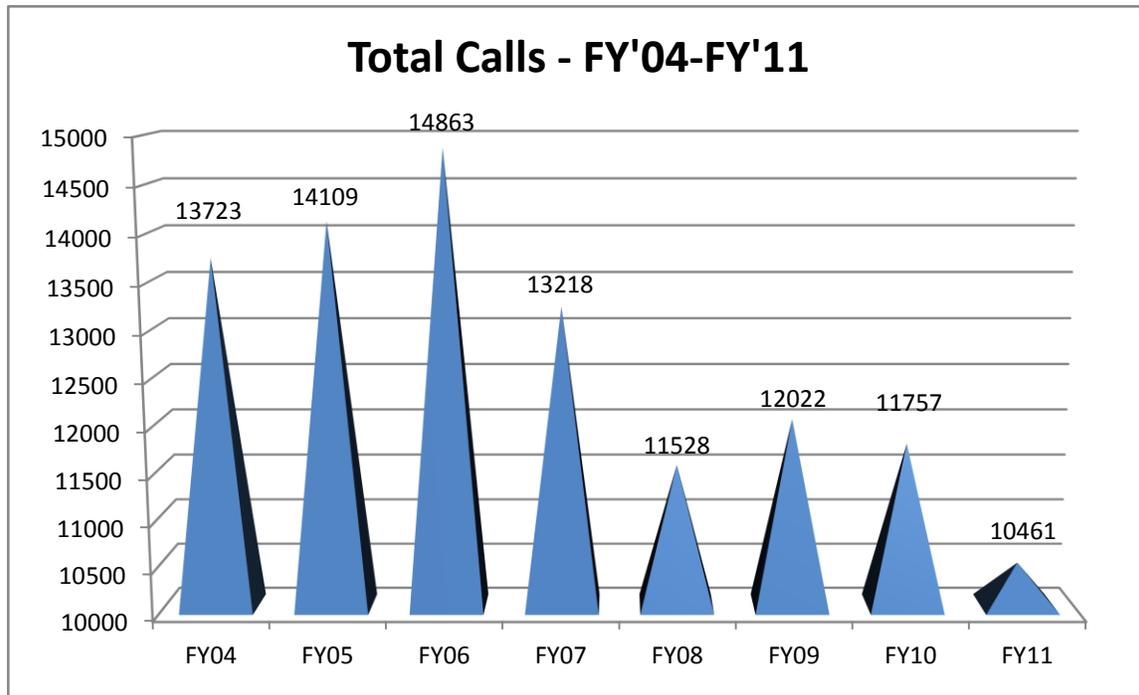
BHDDAD administers their mission throughout the six mental and developmental health regions divided throughout the state to provide a consistent continuum of care for the clients who utilize the service. In addition to Helpline Georgia, the DBHDD also oversees statewide mental health and well-being initiatives, develops new services and expands existing services as needed, monitors services received by consumers to ensure quality and access, investigates and resolves complaints and conducts special investigations and reviews when needed into the field of mental health, developmental disabilities and substance abuse.

## State Data

### Demographics

### Call Volume

#### FY'04-FY'011



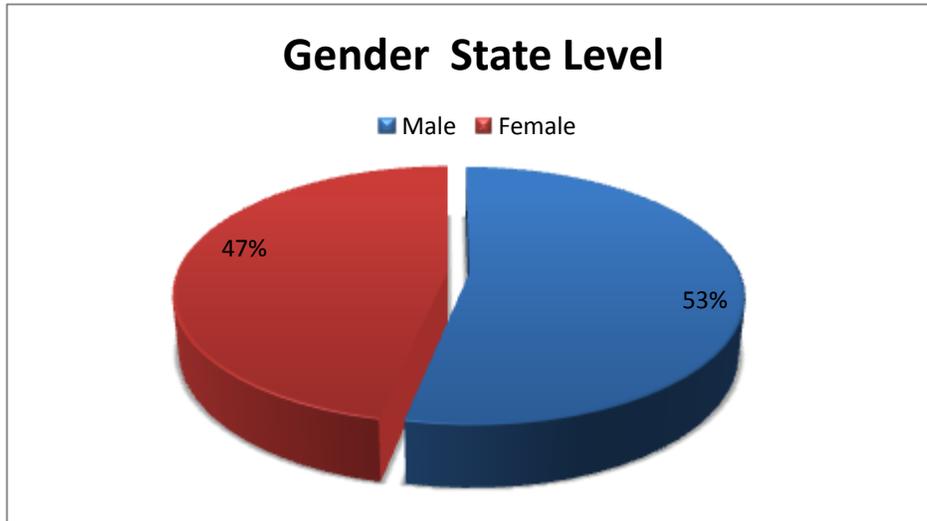
There is evidence that the overall number of calls into Helpline Georgia have diminished overall in the eight years that data has been collected for the service. While there is some decline in the past several years, there are several other variables that have contributed to that.

Reporting requirements and training have become greatly important in terms of how the data is collected with each call. Only those calls with the correct and complete data can be utilized to ensure comparisons and analysis can be made upon a clean dataset. Data collecting and call logging requirements have been honed. Additionally, there were several reporting, staffing turnover and training issues that were prevalent specifically within FY'11 where it was determined data was not being collected completely and thoroughly, resulting in some data loss. When the issues were pinpointed, corrective action was taken and the staff was retrained on appropriate data collection methods. Although it cannot be determined exactly how much data was lost, it is believed that call volumes were close to FY'10.

For purposes of reporting and analysis of course, only those correctly logged calls will be utilized.

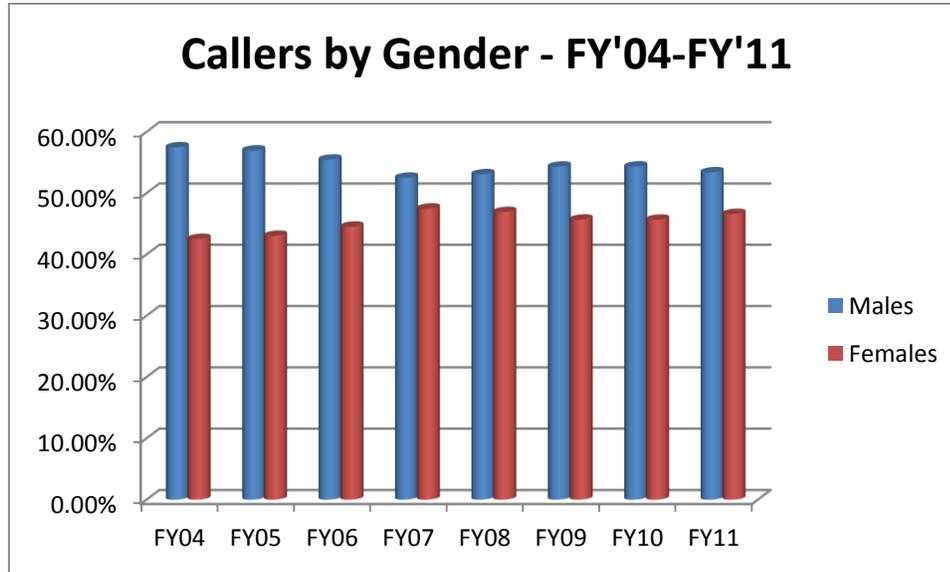
## Gender

Gender	Calls	Percentage
Male	5586	53.40%
Female	4875	46.60%
<b>Total</b>	<b>10461</b>	<b>100.00%</b>



For the eighth consecutive year, Males utilized Helpline Georgia to a greater extent than females. FY'11 gender breakdown is identical in percentage as FY'10. Substance Abuse calls continue to dominate the call patterns of both the female and male population with males continuing to dominate Helpline Georgia for this issue. The overall trend for each of the past eight reporting years is towards a male dominated calling pattern into Helpline Georgia. While there are a couple of regions that report more female callers than males, the overall trend is toward the male caller.

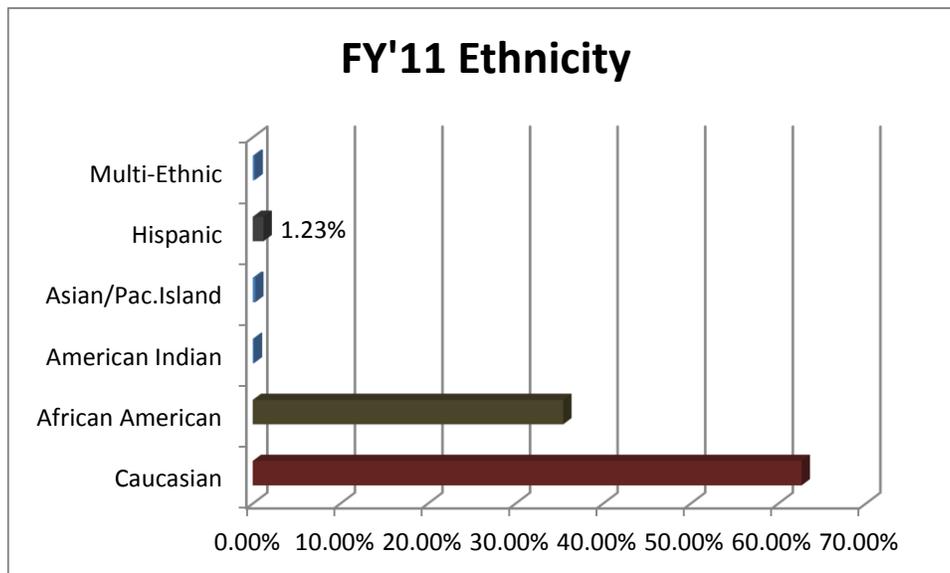
Below, statewide call patterns by gender have been analyzed:



It is interesting to note that over the past eight years of reporting, the overall gap between males and females has begun to diminish. In the first reporting year of 2003-2004, males represented nearly 60% of all calls into Helpline Georgia. Over the course of eight years, there the trend has been for a more equal distribution, with the differences in gender volume diminishing.

## Ethnicity

Ethnicity	Calls	Percentage
Caucasian	6557	62.68%
African American	3709	35.46%
American Indian	14	0.13%
Asian/Pac.Island	30	0.29%
Hispanic	129	1.23%
Multi-Ethnic	22	0.21%
<b>Total</b>	<b>10461</b>	<b>100.00%</b>



As has been the trend for the entire eight year reporting period, the majority of calls into Helpline Georgia have originated from either Caucasians or African Americans. 98% of all calls originated from either of these two ethnicities in FY'11. This trend has prevailed for the entire

There has been no other ethnicity that has utilized Helpline Georgia in any great significance in the eight years of data collecting and reporting.

### Ethnicity - FY'04 - FY'11

Figures for the breakdown in ethnicity for the past eight years are exhibited below:

Ethnicity	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11
<b>Caucasian</b>	58.89%	59.88%	58.86%	59.34%	59.90%	59.66%	62.27%	62.68%
<b>African American</b>	37.83%	36.15%	37.67%	37.05%	37.67%	36.90%	35.21%	35.46%
<b>American Indian</b>	0.27%	0.26%	0.20%	0.17%	0.10%	0.12%	0.14%	0.13%
<b>Asian/Pac.Island</b>	0.68%	1.01%	0.46%	0.37%	0.21%	0.28%	0.29%	0.29%
<b>Hispanic</b>	2.13%	2.49%	2.67%	2.80%	2.02%	2.83%	1.83%	1.23%
<b>Multi-Ethnic</b>	0.20%	0.21%	0.15%	0.26%	0.10%	0.22%	0.26%	0.21%
<b>Total</b>	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

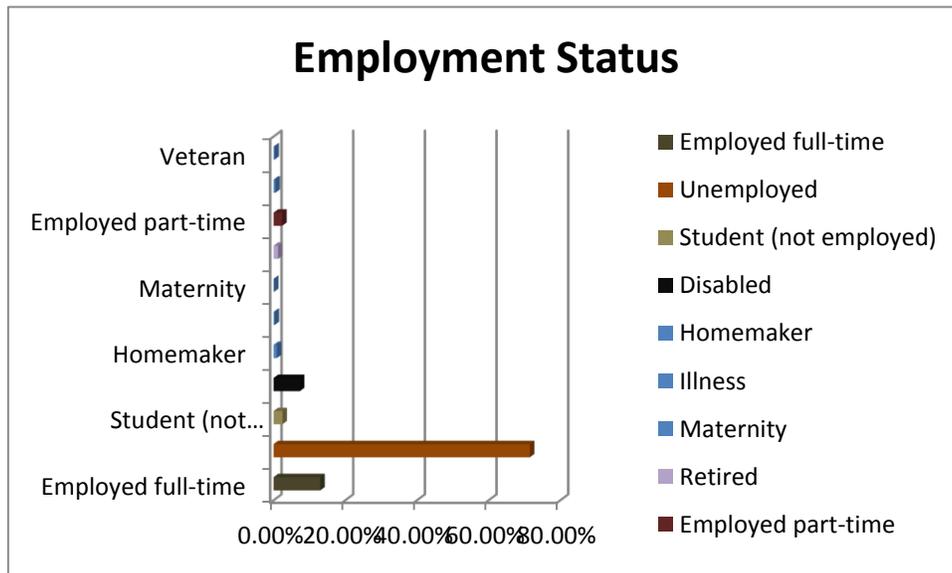
As previously mentioned, the majority of calls are represented by Caucasians and African Americans, with nearly two times the number of Caucasians utilizing the service when compared to African Americans. No other ethnicity has made an impact upon utilization and call results throughout the history of data collection for Helpline Georgia.

Of interest, is the decrease in the call utilization by Hispanics over the last three reporting periods. There was a decrease in calls of nearly 50% when comparing FY'10 with FY'11.

## Employment Status

Employment Status	Calls	Percentage
Employed full-time	1362	13.02%
Unemployed	7479	71.49%
Student (not employed)	259	2.48%
Disabled	766	7.32%
Homemaker	94	0.90%
Illness	29	0.28%
Maternity	10	0.10%
Retired	133	1.27%
Employed part-time	251	2.40%
Temporary work	52	0.50%
Veteran	26	0.25%
<b>Total</b>	<b>10461</b>	<b>100.00%</b>

While the number of Unemployed utilizing Helpline Georgia has stayed fairly consistent in the 65% range, there was an eight percent increase in the proportion of Unemployed callers dialing the Helpline. Additionally, the proportion of Employed, full time callers is the lowest of all eight reporting periods.



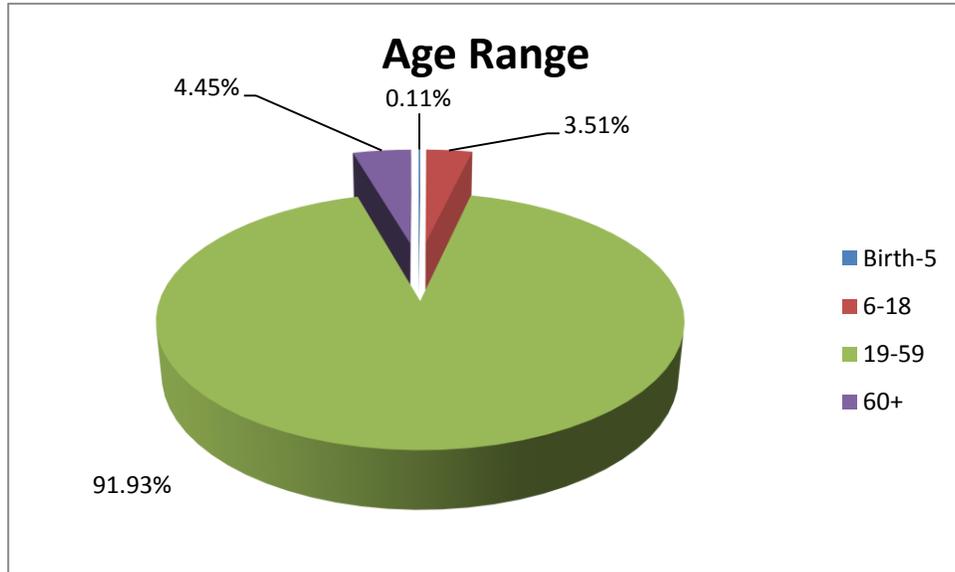
For each of the eight reporting periods, the majority of calls have originated from the categories of Employed and Unemployed. Of interest is the continued increase in each of the eight reporting periods of calls originating from Disabled callers. The proportion of Disabled callers in FY'11 is nearly two and a half times the amount of similar calls made in FY'04.

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Employment Status	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11
Employed full-time	26.61%	22.63%	23.66%	22.90%	20.93%	20.84%	17.76%	13.02%
Unemployed	60.79%	64.02%	63.94%	64.78%	68.53%	65.36%	66.11%	71.49%
Student (not employed)	3.30%	2.97%	2.58%	2.84%	2.60%	2.70%	2.64%	2.48%
Disabled	2.74%	3.24%	3.55%	3.13%	3.71%	6.58%	6.95%	7.32%
Homemaker	0.63%	1.25%	1.29%	0.76%	0.72%	0.97%	0.95%	0.90%
Illness	0.09%	0.29%	0.36%	0.19%	0.14%	0.18%	0.34%	0.28%
Maternity	0.04%	0.06%	0.09%	0.14%	0.03%	0.04%	0.08%	0.10%
Retired	1.21%	1.35%	1.43%	1.26%	1.29%	1.19%	1.58%	1.27%
Employed part-time	3.98%	3.44%	2.65%	3.30%	1.58%	1.64%	2.70%	2.40%
Temporary work	0.48%	0.66%	0.42%	0.59%	0.32%	0.30%	0.68%	0.50%
Veteran	0.13%	0.07%	0.04%	0.12%	0.14%	0.19%	0.21%	0.25%
<b>Total</b>	<b>100.00%</b>							

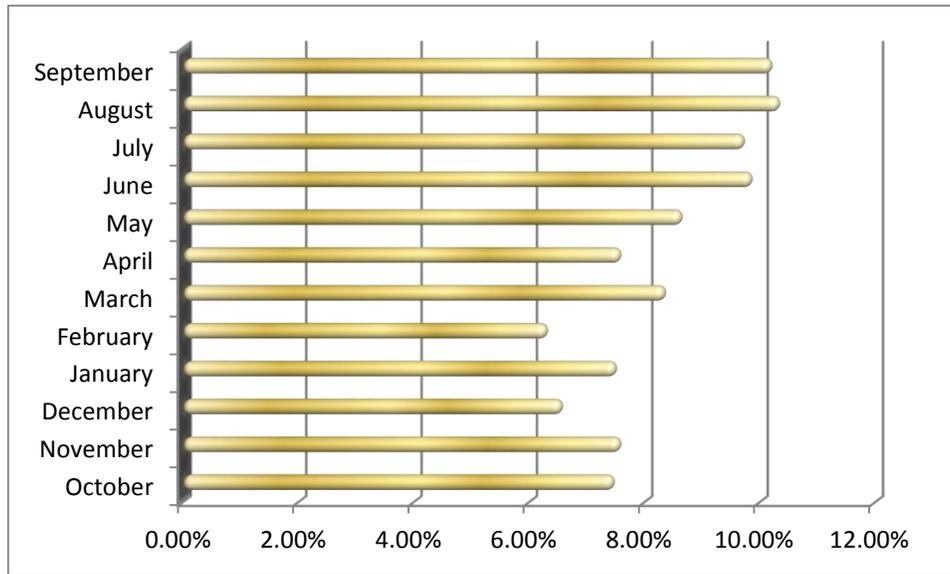
## Age Range

Age Range	Calls	Percentage
Birth-5	12	0.11%
6-18	367	3.51%
19-59	9617	91.93%
60+	465	4.45%
<b>Total</b>	<b>10461</b>	<b>100.00%</b>



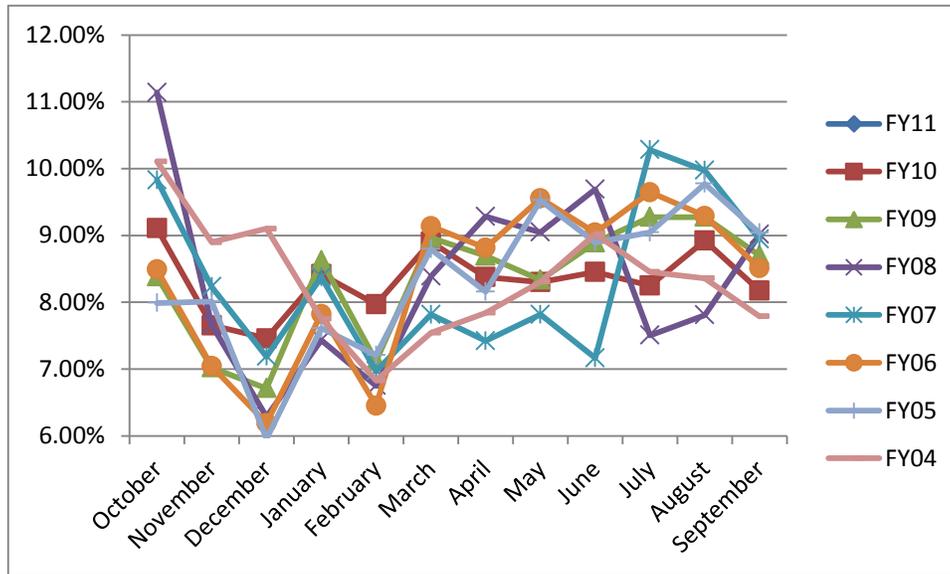
## Calls by Month

Month	Calls	Percentage
<b>2010</b>		
October	780	7.46%
November	792	7.57%
December	686	6.56%
<b>2011</b>		
January	784	7.49%
February	659	6.30%
March	873	8.35%
April	792	7.57%
May	903	8.63%
June	1030	9.85%
July	1016	9.71%
August	1080	10.32%
September	1066	10.19%
<b>Total</b>	<b>10461</b>	<b>100.00%</b>



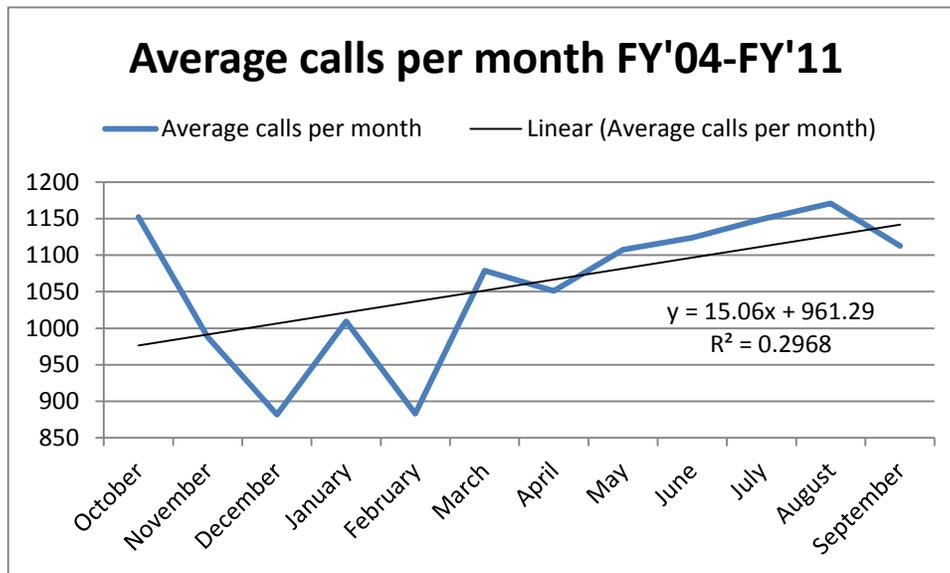
Calls have been analyzed for the past seven reporting years of FY'04 – FY'11. An important aspect of these call analytics are the calls by season or month. Calls are compared on monthly and seasonal basis to determine if there are any call patterns that can be related to seasons. The more data collected, the stronger the hypothesis or argument is in forecasting trends.

Month	FY11	FY10	FY09	FY08	FY07	FY06	FY05	FY04
<b>YEAR 1</b>								
October	7.46%	9.11%	8.38%	11.14%	9.83%	8.49%	7.99%	10.11%
November	7.57%	7.66%	7.02%	7.66%	8.23%	7.04%	8.01%	8.90%
December	6.56%	7.46%	6.71%	6.29%	7.19%	6.19%	5.95%	9.10%
<b>YEAR 2</b>								
January	7.49%	8.42%	8.63%	7.43%	8.37%	7.82%	7.61%	7.75%
February	6.30%	7.97%	7.12%	6.75%	6.97%	6.45%	7.21%	6.83%
March	8.35%	8.91%	8.97%	8.39%	7.82%	9.14%	8.80%	7.54%
April	7.57%	8.38%	8.69%	9.28%	7.42%	8.81%	8.16%	7.84%
May	8.63%	8.30%	8.33%	9.05%	7.82%	9.55%	9.53%	8.31%
June	9.85%	8.45%	8.89%	9.69%	7.16%	9.04%	8.90%	9.02%
July	9.71%	8.25%	9.27%	7.50%	10.28%	9.65%	9.04%	8.45%
August	10.32%	8.92%	9.27%	7.81%	9.97%	9.29%	9.77%	8.36%
September	10.19%	8.17%	8.70%	9.01%	8.94%	8.51%	9.04%	7.79%
<b>Total</b>	<b>100.00%</b>							



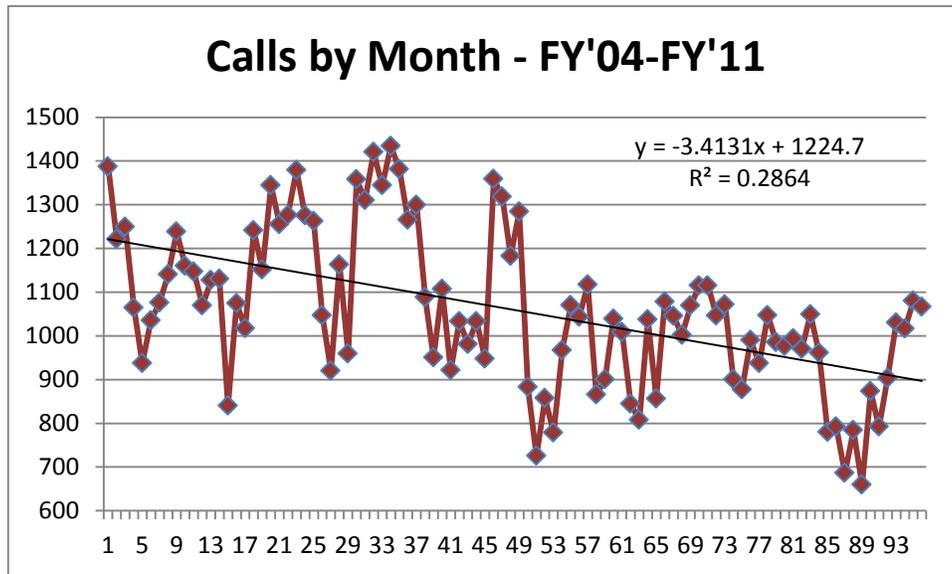
In terms of seasonality with regards to call patterns into Helpline Georgia, calls are traditionally at their lowest points during the winter months of December, January and February. The highest level of calls has been trending for the past eight reporting periods to the summer months of July, August and September.

### Average Calls per Month



The average call volume per month from FY'04-FY'11 is shown above. This more clearly shows, when layering each call volume per month for each of the last eight years that the highest utilization of Helpline Georgia occurs during the summer months of June, July, August and September. Additionally, the lowest call volumes continue to traditionally occur during the winter months.

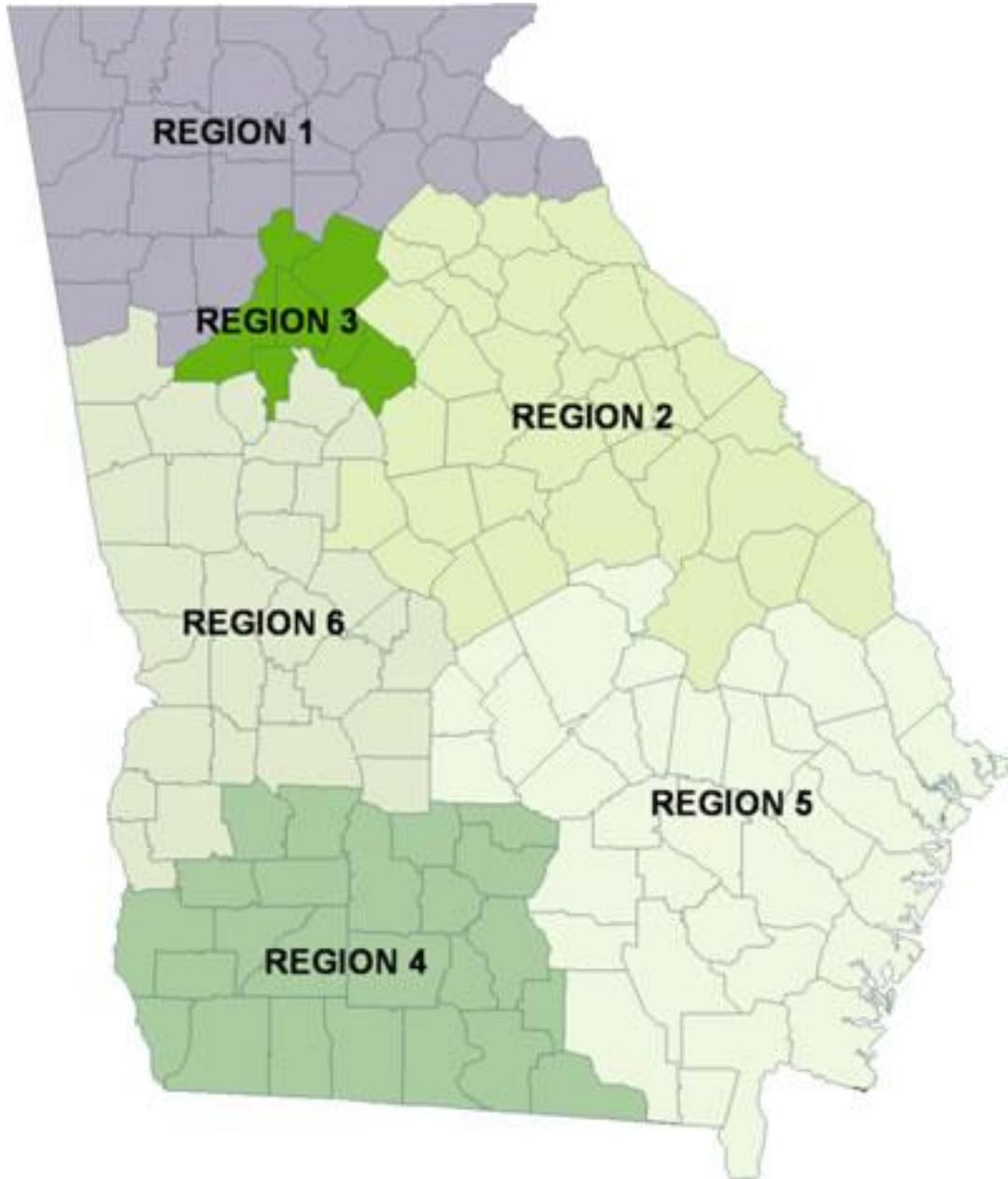
## Calls by Month – October, 2004 – September, 2010



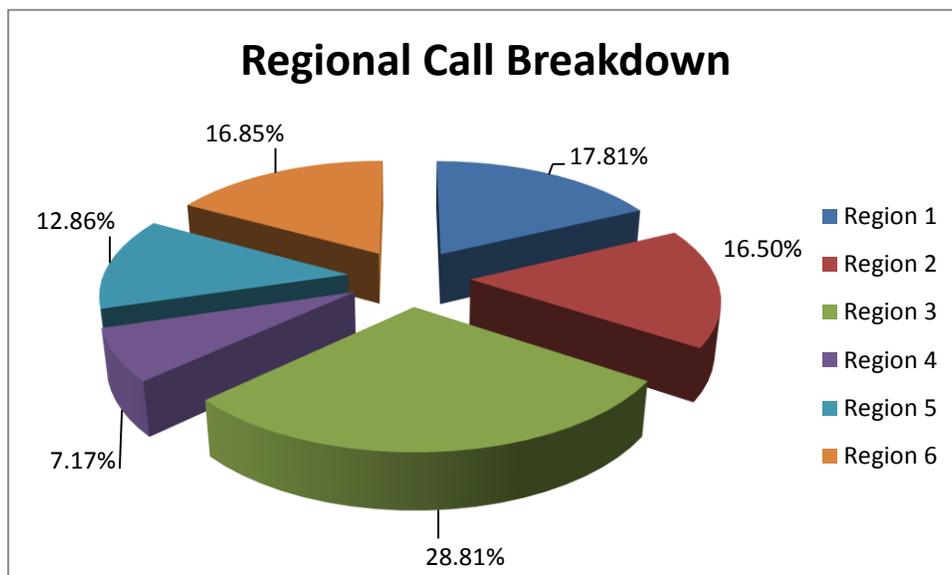
This graph represents 96 months of reported data from Helpline Georgia. Of interest is the change in the overall call trend when comparing FY'11 with FY'10's calls by month graph. In FY'10, the overall call trend was increasing, yet with the addition of FY'11 call data, the overall trend line is decreasing. Part of this issue has been discussed previously with data collection errors that were rectified during the reporting year.

## Regions

BHDDAD is divided into six regions. The regions are represented below:



Regional Calls - FY11		
Region 1	1863	17.81%
Region 2	1726	16.50%
Region 3	3014	28.81%
Region 4	750	7.17%
Region 5	1345	12.86%
Region 6	1763	16.85%
<b>Total</b>	<b>10461</b>	<b>100.00%</b>



10461 calls were logged for the six regions of the BHDDAD in FY'11. For FY'11, the BHDDAD reported on an increased number of regions. There was a realignment of regions near the end of FY'10 to provide an evening out effect since there was a disproportionate share of Georgia's population represented by Region 3, or the Metro region. This has resulted in an evening of call distribution between the regions.

Of note, Region 4's county distribution no longer encompasses all of Central Georgia which is home to Helpline Georgia's call center, thus the shift from 21.04% from Region 4 in FY'10, versus 7.17% in FY'11.

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## Counties

County	Calls	Percentage	County	Calls	Percentage
Appling	23	0.22%	Columbia	26	0.25%
Atkinson	5	0.05%	Cook	19	0.18%
Bacon	21	0.20%	Coweta	127	1.21%
Baker	2	0.02%	Crawford	7	0.07%
Baldwin	76	0.73%	Crisp	29	0.28%
Banks	6	0.06%	Dade	6	0.06%
Barrow	58	0.55%	Dawson	20	0.19%
Bartow	103	0.98%	Decatur	39	0.37%
Ben Hill	21	0.20%	Dekalb	316	3.02%
Berrien	14	0.13%	Dodge	31	0.30%
Bibb	441	4.22%	Dooly	7	0.07%
Bleckley	12	0.11%	Dougherty	160	1.53%
Brantley	16	0.15%	Douglas	113	1.08%
Brooks	15	0.14%	Early	7	0.07%
Bryan	21	0.20%	Echols	0	0.00%
Bulloch	72	0.69%	Effingham	32	0.31%
Burke	22	0.21%	Elbert	21	0.20%
Butts	27	0.26%	Emanuel	27	0.26%
Calhoun	2	0.02%	Evans	5	0.05%
Camden	28	0.27%	Fannin	13	0.12%
Candler	18	0.17%	Fayette	70	0.67%
Carroll	150	1.43%	Floyd	132	1.26%
Catoosa	16	0.15%	Forsyth	78	0.75%
Charlton	12	0.11%	Franklin	23	0.22%
Chatham	409	3.91%	Fulton	1783	17.04%
Chattahoochee	1	0.01%	Gilmer	10	0.10%
Chattooga	25	0.24%	Glascok	0	0.00%
Cherokee	169	1.62%	Glynn	132	1.26%
Clarke	316	3.02%	Gordon	49	0.47%
Clay	1	0.01%	Grady	17	0.16%
Clayton	227	2.17%	Greene	15	0.14%
Clinch	3	0.03%	Gwinnett	502	4.80%
Cobb	544	5.20%	Habersham	19	0.18%
Coffee	45	0.43%	Hall	140	1.34%
Colquitt	53	0.51%	Hancock	6	0.06%

# HODAC Annual Helpline Call Report | 2011

County	Calls	Percentage	County	Calls	Percentage
Haralson	31	0.30%	Murray	10	0.10%
Harris	7	0.07%	Muscogee	224	2.14%
Hart	9	0.09%	Newton	107	1.02%
Heard	9	0.09%	Oconee	18	0.17%
Henry	177	1.69%	Oglethorpe	5	0.05%
Houston	487	4.66%	Paulding	89	0.85%
Irwin	4	0.04%	Peach	66	0.63%
Jackson	49	0.47%	Pickens	15	0.14%
Jasper	20	0.19%	Pierce	18	0.17%
Jeff Davis	32	0.31%	Pike	8	0.08%
Jefferson	19	0.18%	Polk	52	0.50%
Jenkins	3	0.03%	Pulaski	16	0.15%
Johnson	7	0.07%	Putnam	27	0.26%
Jones	14	0.13%	Quitman	2	0.02%
Lamar	43	0.41%	Rabun	17	0.16%
Lanier	2	0.02%	Randolph	7	0.07%
Laurens	86	0.82%	Richmond	362	3.46%
Lee	15	0.14%	Rockdale	79	0.76%
Liberty	20	0.19%	Schley	2	0.02%
Lincoln	3	0.03%	Screven	9	0.09%
Long	5	0.05%	Seminole	13	0.12%
Lowndes	180	1.72%	Spalding	118	1.13%
Lumpkin	19	0.18%	Stephens	37	0.35%
Macon	12	0.11%	Stewart	4	0.04%
Madison	22	0.21%	Sumter	38	0.36%
Marion	2	0.02%	Talbot	2	0.02%
Mc Intosh	0	0.00%	Taliaferro	0	0.00%
McDuffie	21	0.20%	Tattnall	26	0.25%
McIntosh	7	0.07%	Taylor	7	0.07%
Meriwether	16	0.15%	Telfair	31	0.30%
Miller	3	0.03%	Terrell	10	0.10%
Mitchell	11	0.11%	Thomas	72	0.69%
Monroe	21	0.20%	Tift	65	0.62%
Montgomery	12	0.11%	Toombs	49	0.47%
Morgan	25	0.24%	Towns	10	0.10%

# HODAC Annual Helpline Call Report | 2011

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County	Calls	Percentage
Treutlen	8	0.08%
Troup	79	0.76%
Turner	12	0.11%
Twiggs	1	0.01%
Union	12	0.11%
Upton	32	0.31%
Walker	36	0.34%
Walton	55	0.53%
Ware	92	0.88%
Warren	4	0.04%
Washington	29	0.28%
Wayne	43	0.41%
Webster	2	0.02%
Wheeler	2	0.02%
White	10	0.10%
Whitfield	50	0.48%
Wilcox	6	0.06%
Wilkes	3	0.03%
Wilkinson	8	0.08%
Worth	14	0.13%
<b>Total</b>	<b>10461</b>	<b>100.00%</b>

# HODAC Annual Helpline Call Report | 2011

## Top 25 Counties as Percentage of Calls

Rank	County	Calls	Percentage
1	Fulton	1783	17.04%
2	Cobb	544	5.20%
3	Gwinnett	502	4.80%
4	Houston	487	4.66%
5	Bibb	441	4.22%
6	Chatham	409	3.91%
7	Richmond	362	3.46%
8	Clarke	316	3.02%
9	Dekalb	316	3.02%
10	Clayton	227	2.17%
11	Muscogee	224	2.14%
12	Lowndes	180	1.72%
13	Henry	177	1.69%
14	Cherokee	169	1.62%
15	Dougherty	160	1.53%
16	Carroll	150	1.43%
17	Hall	140	1.34%
18	Floyd	132	1.26%
19	Glynn	132	1.26%
20	Coweta	127	1.21%
21	Spalding	118	1.13%
22	Douglas	113	1.08%
23	Newton	107	1.02%
24	Bartow	103	0.98%
25	Ware	92	0.88%
<b>Total</b>		<b>7511</b>	<b>71.80%</b>

# HODAC Annual Helpline Call Report | 2011

## Cities

City	Calls	Percentage	City	Calls	Percentage	City	Calls	Percentage
Abbeville	3	0.03%	Baldwin	0	0.00%	Buckhead	2	0.02%
Acworth	57	0.54%	Ball Ground	8	0.08%	Buena Vista	2	0.02%
Adairsville	9	0.09%	Barnesville	40	0.38%	Buford	48	0.46%
Adel	14	0.13%	Barney	0	0.00%	Butler	5	0.05%
Adrian	0	0.00%	Bartow	0	0.00%	Byromville	1	0.01%
Ailey	1	0.01%	Barwick	0	0.00%	Byron	31	0.30%
Alamo	2	0.02%	Baxley	23	0.22%	Cadwell	1	0.01%
Alapaha	4	0.04%	Bellville	0	0.00%	Cairo	17	0.16%
Albany	160	1.53%	Berlin	0	0.00%	Calhoun	47	0.45%
Allenhurst	3	0.03%	Bethlehem	5	0.05%	Calvary	0	0.00%
Allentown	1	0.01%	Bishop	1	0.01%	Camilla	5	0.05%
Alma	21	0.20%	Blackshear	13	0.12%	Canon	3	0.03%
Alpharetta	58	0.55%	Blairsville	11	0.11%	Canton	62	0.59%
Alto	1	0.01%	Blakely	5	0.05%	Carlton	2	0.02%
Ambrose	1	0.01%	Bloomingdale	3	0.03%	Carnesville	5	0.05%
Americus	32	0.31%	Blue Ridge	12	0.11%	Carrollton	95	0.91%
Andersonville	0	0.00%	Bluffton	0	0.00%	Cartersville	91	0.87%
Appling	3	0.03%	Blythe	1	0.01%	Cassville	0	0.00%
Arabi	0	0.00%	Bogart	4	0.04%	Cataula	0	0.00%
Aragon	1	0.01%	Bolingbroke	0	0.00%	Cave Spring	2	0.02%
Argyle	0	0.00%	Bonaire	6	0.06%	Cecil	0	0.00%
						Cedar		
Arlington	1	0.01%	Boston	2	0.02%	Springs	1	0.01%
Armuchee	0	0.00%	Bowdon	9	0.09%	Cedartown	29	0.28%
Arnoldsville	1	0.01%	Bowman	0	0.00%	Centerville	10	0.10%
Ashburn	10	0.10%	Box Springs	3	0.03%	Chamblee	6	0.06%
Athens	315	3.01%	Braselton	6	0.06%	Chatsworth	8	0.08%
Atlanta	1586	15.16%	Bremen	15	0.14%	Chauncey	3	0.03%
Attapulgus	2	0.02%	Bristol	2	0.02%	Cherokee	4	0.04%
Auburn	13	0.12%	Bronwood	0	0.00%	Chester	3	0.03%
Augusta	356	3.40%	Brookfield	1	0.01%	Chickamauga	6	0.06%
Austell	42	0.40%	Brooklet	1	0.01%	Cisco	0	0.00%
Avera	0	0.00%	Brooks	0	0.00%	Clarkdale	0	0.00%
Avondale								
Estates	0	0.00%	Broxton	2	0.02%	Clarksville	8	0.08%
Baconton	2	0.02%	Brunswick	125	1.19%	Clarkston	14	0.13%
Bainbridge	36	0.34%	Buchanan	7	0.07%	Claxton	5	0.05%

# HODAC Annual Helpline Call Report | 2011

City	Calls	Percentage	City	Calls	Percentage	City	Calls	Percentage
Clayton	15	0.14%	Daisy	0	0.00%	Eatonton	27	0.26%
Clermont	5	0.05%	Dallas	71	0.68%	Eden	0	0.00%
Cleveland	8	0.08%	Dalton	50	0.48%	Edison	1	0.01%
Climax	1	0.01%	Damascus	0	0.00%	Elberton	19	0.18%
Clyo	2	0.02%	Danielsville	9	0.09%	Elko	2	0.02%
Cobb	5	0.05%	Danville	0	0.00%	Ellabell	4	0.04%
Cobbtown	1	0.01%	Darien	4	0.04%	Ellaville	2	0.02%
Cochran	12	0.11%	Davisboro	1	0.01%	Ellenton	0	0.00%
Cohutta	0	0.00%	Dawson	8	0.08%	Ellenwood	15	0.14%
Colbert	1	0.01%	Dawsonville	20	0.19%	Ellerslie	0	0.00%
Coleman	1	0.01%	De Soto	0	0.00%	Ellijay	10	0.10%
College Park	50	0.48%	Dearing	1	0.01%	Emerson	0	0.00%
Collins	3	0.03%	Decatur	168	1.61%	Enigma	0	0.00%
Colquitt	3	0.03%	Demorest	2	0.02%	Eton	0	0.00%
Columbus	219	2.09%	Denton	0	0.00%	Evans	7	0.07%
Comer	4	0.04%	Dewy Rose	2	0.02%	Fairburn	20	0.19%
Commerce	22	0.21%	Dexter	0	0.00%	Fairmount	0	0.00%
Concord	0	0.00%	Dillard	1	0.01%	Fargo	0	0.00%
Conley	0	0.00%	Dixie	2	0.02%	Fayetteville	50	0.48%
Conyers	79	0.76%	Doerun	0	0.00%	Felton	0	0.00%
Coolidge	0	0.00%	Donalsonville	13	0.12%	Fitzgerald	21	0.20%
Cordele	29	0.28%	Doraville	8	0.08%	Flintstone	1	0.01%
Cornelia	8	0.08%	Douglas	40	0.38%	Flovilla	0	0.00%
Cotton	0	0.00%	Douglasville	101	0.97%	Flowery Branch	13	0.12%
Covington	98	0.94%	Dry Branch	0	0.00%	Folkston	9	0.09%
Crandall	1	0.01%	Du Pont	0	0.00%	Forest Park	28	0.27%
Crawford	1	0.01%	Dublin	80	0.76%	Forsyth	18	0.17%
Crawfordville	0	0.00%	Dudley	0	0.00%	Fort Benning	2	0.02%
Crescent	0	0.00%	Duluth	48	0.46%	Fort Gaines	1	0.01%
Culloden	3	0.03%	Dunwoody	7	0.07%	Fort Gordon	0	0.00%
Cumming	78	0.75%	East Dublin	2	0.02%	Fort Oglethorpe	5	0.05%
Cusseta	1	0.01%	East Ellijay	0	0.00%	Fort Stewart	0	0.00%
Cuthbert	6	0.06%	East Point	38	0.36%	Fort Valley	35	0.33%
Dacula	11	0.11%	Eastanollee	0	0.00%	Fortson	0	0.00%
Dahlonega	19	0.18%	Eastman	24	0.23%	Franklin	9	0.09%

# HODAC Annual Helpline Call Report | 2011

City	Calls	Percentage	City	Calls	Percentage	City	Calls	Percentage
Funston	0	0.00%	Helen	2	0.02%	Kings Bay	0	0.00%
Gainesville	117	1.12%	Helena	3	0.03%	Kingsland	13	0.12%
Garden City	2	0.02%	Hephzibah	5	0.05%	Kingston	3	0.03%
Garfield	2	0.02%	Hiawassee	8	0.08%	Kite	0	0.00%
Gay	0	0.00%	Hillsboro	0	0.00%	Knoxville	0	0.00%
Geneva	0	0.00%	Hinesville	14	0.13%	LaFayette	19	0.18%
Georgetown	2	0.02%	Hiram	18	0.17%	LaGrange	68	0.65%
Gibson	0	0.00%	Hoboken	5	0.05%	Lake City	0	0.00%
Gillsville	1	0.01%	Hogansville	8	0.08%	Lake Park	6	0.06%
Girard	0	0.00%	Holly Springs	3	0.03%	Lakeland	2	0.02%
Glenn	0	0.00%	Homer	4	0.04%	Lakemont	0	0.00%
Glennville	7	0.07%	Homerville	3	0.03%	Lavonia	4	0.04%
Glenwood	0	0.00%	Hortense	3	0.03%	Lawrenceville	180	1.72%
Good Hope	0	0.00%	Hoschton	2	0.02%	Leary	0	0.00%
Gordon	4	0.04%	Hull	6	0.06%	Leesburg	15	0.14%
Grantville	1	0.01%	Ideal	0	0.00%	Lenox	1	0.01%
Gray	12	0.11%	Ila	0	0.00%	Leslie	0	0.00%
Grayson	7	0.07%	Iron City	0	0.00%	Lexington	3	0.03%
Greensboro	12	0.11%	Irwinton	1	0.01%	Lilburn	31	0.30%
Greenville	9	0.09%	Jackson	23	0.22%	Lilly	0	0.00%
Griffin	116	1.11%	Jacksonville	0	0.00%	Lincolnton	3	0.03%
Grovetown	7	0.07%	Jakin	1	0.01%	Lindale	0	0.00%
Guyton	7	0.07%	Jasper	15	0.14%	Lithia Springs	11	0.11%
Haddock	1	0.01%	Jefferson	16	0.15%	Lithonia	41	0.39%
Hahira	8	0.08%	Jeffersonville	0	0.00%	Lizella	4	0.04%
Hamilton	3	0.03%	Jekyll Island	0	0.00%	Locust Grove	24	0.23%
Hampton	26	0.25%	Jenkinsburg	4	0.04%	Loganville	40	0.38%
Hapeville	4	0.04%	Jersey	1	0.01%	Lookout		
Haralson	0	0.00%	Jesup	41	0.39%	Mountain	3	0.03%
Hardwick	1	0.01%	Jewell	0	0.00%	Louisville	7	0.07%
Harlem	4	0.04%	Jonesboro	70	0.67%	Lovejoy	1	0.01%
Harrison	1	0.01%	Juliette	1	0.01%	Ludowici	5	0.05%
Hartwell	9	0.09%	Kathleen	6	0.06%	Lula	1	0.01%
Hawkinsville	16	0.15%	Kennesaw	58	0.55%	Lumber City	7	0.07%
Hazlehurst	32	0.31%	Keysville	0	0.00%	Lumpkin	3	0.03%
						Luthersville	1	0.01%

# HODAC Annual Helpline Call Report | 2011

City	Calls	Percentage	City	Calls	Percentage	City	Calls	Percentage
Lyerly	1	0.01%	Mitchell	0	0.00%	Odum	0	0.00%
Lyons	11	0.11%	Molena	0	0.00%	Offerman	1	0.01%
Mableton	23	0.22%	Monroe	44	0.42%	Oglethorpe	3	0.03%
Macon	437	4.18%	Montezuma	6	0.06%	Oliver	1	0.01%
Madison	22	0.21%	Monticello	20	0.19%	Omaha	0	0.00%
Manassas	0	0.00%	Montrose	0	0.00%	Omega	0	0.00%
Manchester	4	0.04%	Moreland	1	0.01%	Oxford	4	0.04%
Manor	0	0.00%	Morgan	0	0.00%	Palmetto	11	0.11%
Mansfield	2	0.02%	Morganton	0	0.00%	Parrott	1	0.01%
Marble Hill	0	0.00%	Morrow	19	0.18%	Patterson	2	0.02%
Marietta	276	2.64%	Morven	2	0.02%	Pavo	1	0.01%
Marshallville	3	0.03%	Moultrie	52	0.50%	Peachtree City	19	0.18%
Martin	3	0.03%	Mount Airy	0	0.00%	Pearson	5	0.05%
			Mount					
Martinez	5	0.05%	Vernon	1	0.01%	Pelham	4	0.04%
Mauk	0	0.00%	Mount Zion	0	0.00%	Pembroke	4	0.04%
Maysville	2	0.02%	Murrayville	0	0.00%	Pendergrass	0	0.00%
Mc Caysville	1	0.01%	Musella	0	0.00%	Perry	55	0.53%
Mc Intyre	0	0.00%	Nahunta	5	0.05%	Pine Lake	0	0.00%
Mc Rae	16	0.15%	Nashville	8	0.08%	Pine Mountain	4	0.04%
McDonough	68	0.65%	Naylor	0	0.00%	Pine Mountain Valley	0	0.00%
Meansville	2	0.02%	Nelson	0	0.00%	Pinehurst	0	0.00%
Meigs	0	0.00%	Newborn	0	0.00%	Pineview	0	0.00%
Meldrim	0	0.00%	Newington	0	0.00%	Pitts	1	0.01%
Menlo	0	0.00%	Newnan	105	1.00%	Plainfield	0	0.00%
Meridian	0	0.00%	Newton	2	0.02%	Plains	1	0.01%
Mershon	0	0.00%	Nicholls	2	0.02%	Plainville	0	0.00%
Metter	18	0.17%	Nicholson	3	0.03%	Pooler	4	0.04%
Midland	0	0.00%	Norcross	57	0.54%	Port Wentworth	0	0.00%
Midville	1	0.01%	Norman Park	1	0.01%	Portal	0	0.00%
Midway	3	0.03%	Norwood	0	0.00%	Porterdale	3	0.03%
Milan	5	0.05%	Oakman	0	0.00%	Poulan	0	0.00%
Milledgeville	75	0.72%	Oakwood	3	0.03%	Powder Springs	36	0.34%
Millen	3	0.03%	Ochlocknee	0	0.00%	Preston	1	0.01%
Milner	3	0.03%	Ocilla	4	0.04%	Pulaski	0	0.00%
Mineral								
Bluff	0	0.00%	Oconee	0	0.00%	Quitman	11	0.11%

# HODAC Annual Helpline Call Report | 2011

City	Calls	Percentage	City	Calls	Percentage	City	Calls	Percentage
Rabun Gap	0	0.00%	Saint George	3	0.03%	Stockton	0	0.00%
Ranger	1	0.01%	Sandersville	23	0.22%	Stone Mountain	55	0.53%
Ray City	2	0.02%	Sapelo Island	0	0.00%	Suches	1	0.01%
Rayle	0	0.00%	Sardis	2	0.02%	Sugar Valley	0	0.00%
Rebecca	1	0.01%	Sasser	1	0.01%	Summertown	0	0.00%
Red Oak	0	0.00%	Sautee			Summerville	18	0.17%
Redan	0	0.00%	Nacoochee	0	0.00%	Sumner	4	0.04%
Register	0	0.00%	Savannah	400	3.82%	Sunny Side	2	0.02%
Reidsville	15	0.14%	Scottdale	1	0.01%	Surrency	0	0.00%
Rentz	3	0.03%	Screven	2	0.02%	Suwanee	16	0.15%
Resaca	1	0.01%	Senoia	12	0.11%	Swainsboro	19	0.18%
Rex	7	0.07%	Shady Dale	0	0.00%	Sycamore	1	0.01%
Reynolds	2	0.02%	Shannon	1	0.01%	Sylvania	8	0.08%
Rhine	1	0.01%	Sharon	0	0.00%	Sylvester	10	0.10%
Riceboro	0	0.00%	Sharpsburg	8	0.08%	Talbotton	1	0.01%
Richland	1	0.01%	Shellman	0	0.00%	Talking Rock	0	0.00%
Richmond Hill	13	0.12%	Shiloh	0	0.00%	Tallapoosa	5	0.05%
Rincon	19	0.18%	Siloam	0	0.00%	Tallahula Falls	0	0.00%
Ringgold	11	0.11%	Silver Creek	0	0.00%	Talmo	0	0.00%
Rising Fawn	0	0.00%	Smithville	0	0.00%	Tarrytown	1	0.01%
Riverdale	37	0.35%	Smyrna	52	0.50%	Taylorsville	0	0.00%
Roberta	7	0.07%	Snellville	64	0.61%	Temple	14	0.13%
Robins Air Force Base	0	0.00%	Social Circle	10	0.10%	Tennga	1	0.01%
Rochelle	2	0.02%	Soperton	8	0.08%	Tennille	3	0.03%
Rock Spring	0	0.00%	Sparks	4	0.04%	The Rock	0	0.00%
Rockmart	22	0.21%	Sparta	6	0.06%	Thomaston	32	0.31%
Rocky Face	0	0.00%	Springfield	4	0.04%	Thomasville	69	0.66%
Rocky Ford	0	0.00%	St. Marys	12	0.11%	Thomson	20	0.19%
Rome	129	1.23%	St. Simon's Island	7	0.07%	Tifton	63	0.60%
Roopville	1	0.01%	Stapleton	0	0.00%	Tiger	1	0.01%
Rossville	7	0.07%	Statenville	0	0.00%	Tignall	0	0.00%
Roswell	50	0.48%	Statesboro	71	0.68%	Toccoa	34	0.33%
Royston	11	0.11%	Statham	1	0.01%	Toombsboro	3	0.03%
Rutledge	1	0.01%	Stephens	0	0.00%	Townsend	3	0.03%
Rydal	0	0.00%	Stillmore	1	0.01%	Trenton	6	0.06%
			Stockbridge	59	0.56%			

# HODAC Annual Helpline Call Report | 2011

City	Calls	Percentage	City	Calls	Percentage
Trion	6	0.06%	Weston	1	0.01%
Tucker	16	0.15%	Whigham	0	0.00%
Tunnel Hill	0	0.00%	White	0	0.00%
Turin	0	0.00%	White Plains	1	0.01%
Turnerville	0	0.00%	Whitesburg	0	0.00%
Twin City	5	0.05%	Wildwood	0	0.00%
Ty Ty	1	0.01%	Willacoochee	0	0.00%
Tybee Island	0	0.00%	Williamson	0	0.00%
Tyrone	1	0.01%	Winder	39	0.37%
Unadilla	1	0.01%	Winston	1	0.01%
Union City	16	0.15%	Winterville	1	0.01%
Union Point	2	0.02%	Woodbine	2	0.02%
Uvalda	9	0.09%	Woodbury	1	0.01%
Valdosta	166	1.59%	Woodland	1	0.01%
Valona	0	0.00%	Woodstock	90	0.86%
Vidalia	38	0.36%	Wrens	4	0.04%
Vienna	5	0.05%	Wrightsville	7	0.07%
Villa Rica	31	0.30%	Yatesville	0	0.00%
Waco	4	0.04%	Young Harris	2	0.02%
Wadley	8	0.08%	Zebulon	6	0.06%
Waleska	2	0.02%			
Waresboro	0	0.00%	<b>Total</b>	<b>10461</b>	<b>100.00%</b>
Warm Springs	1	0.01%			
Warner					
Robins	408	3.90%			
Warrenton	4	0.04%			
Warthen	1	0.01%			
Warwick	0	0.00%			
Washington	3	0.03%			
Watkinsville	13	0.12%			
Waverly	1	0.01%			
Waverly Hall	0	0.00%			
Waycross	92	0.88%			
Waynesboro	19	0.18%			
Waynesville	3	0.03%			
West Point	3	0.03%			

## Geographic Breakout

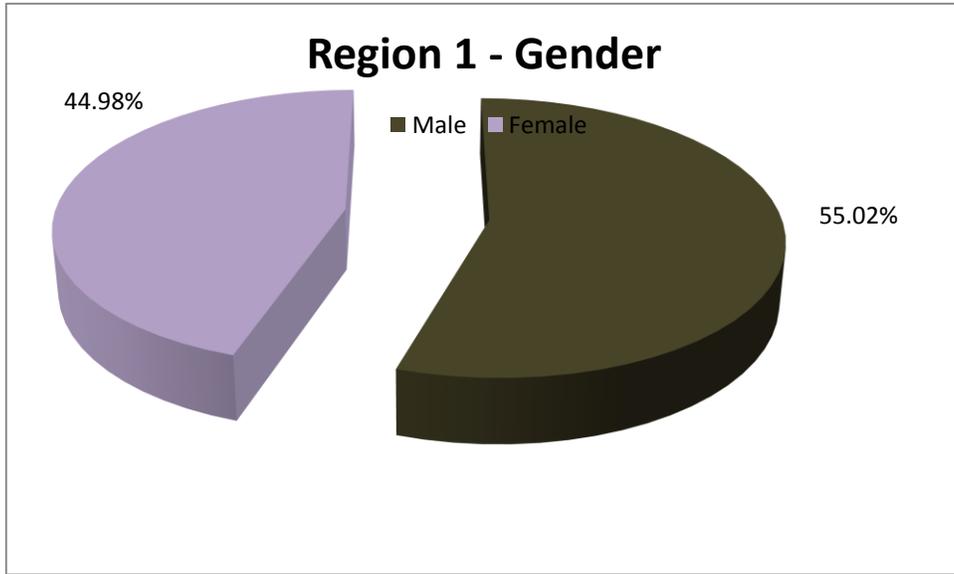
### Region 1



Region 1 is represented by the northern section of the state and include such counties as Bartow, Catoosa, Chattooga, Cherokee, Cobb, Douglas, Fanin, Floyd, Forsyth, Hall, Polk, Rabun and Towns. There are a total of 31 counties that are monitored and services provided for mental health, developmental disabilities, addictive diseases, and prevention services.

### Gender

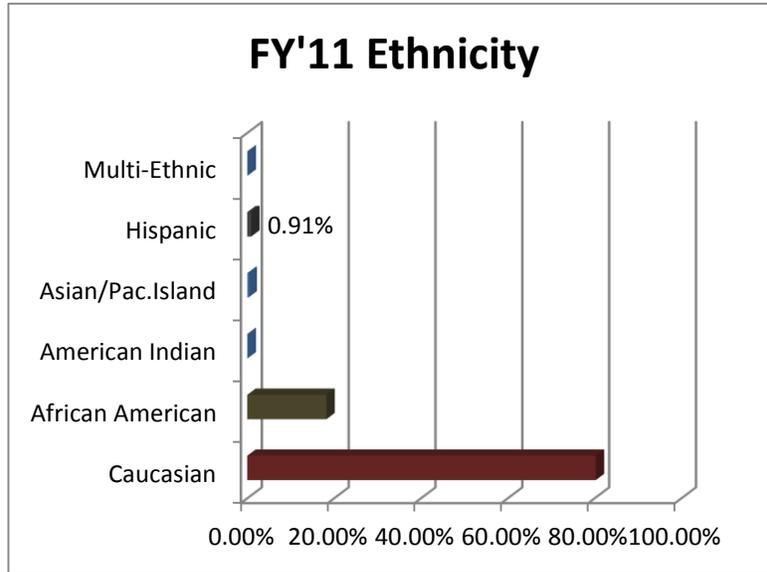
Gender	Calls	Percentage
Male	1025	55.02%
Female	838	44.98%
<b>Total</b>	<b>1863</b>	<b>100.00%</b>



With the change of the number and configuration of regions during FY'10, there is no historical data to compare with FY'11's data. With the current configuration of Region 1, there were more females than males that utilized Helpline Georgia. Traditionally, more males than females utilized Helpline Georgia.

**Ethnicity**

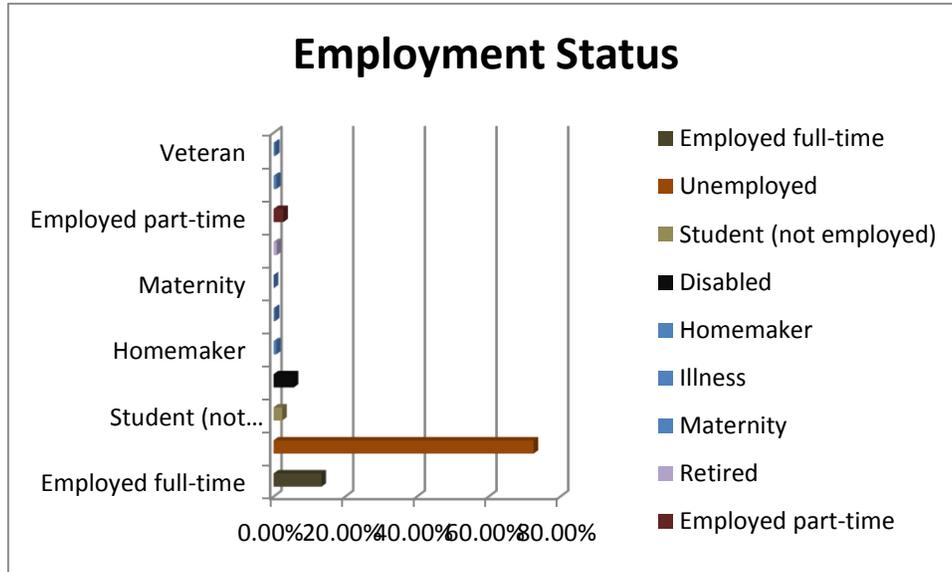
Ethnicity	Calls	Percentage
Caucasian	1496	80.30%
African American	340	18.25%
American Indian	2	0.11%
Asian/Pac.Island	6	0.32%
Hispanic	17	0.91%
Multi-Ethnic	2	0.11%
<b>Total</b>	<b>1863</b>	<b>100.00%</b>



As is the trend throughout all Regions as well as all previous reporting periods, over 97% of calls originate from either Caucasians or African Americans.

## Employment Status

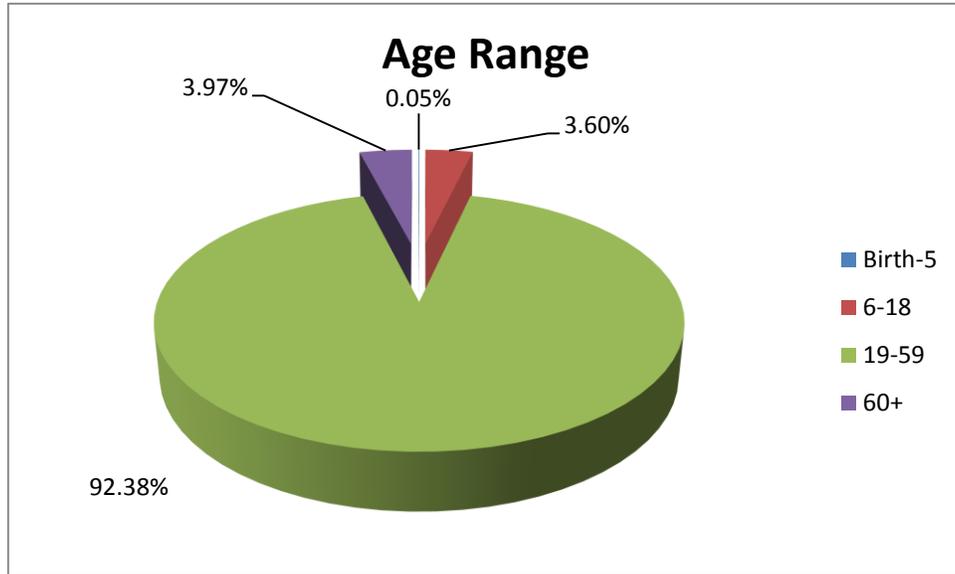
Employment Status	Calls	Percentage
Employed full-time	249	13.37%
Unemployed	1352	72.57%
Student (not employed)	45	2.42%
Disabled	105	5.64%
Homemaker	14	0.75%
Illness	7	0.38%
Maternity	1	0.05%
Retired	17	0.91%
Employed part-time	51	2.74%
Temporary work	14	0.75%
Veteran	8	0.43%
<b>Total</b>	<b>1863</b>	<b>100.00%</b>



With the alteration and realignment of BHDDAD regional lines calls originating from the Unemployed top 70%. In general, the previous Region 1 alignment yielded numbers of two thirds.

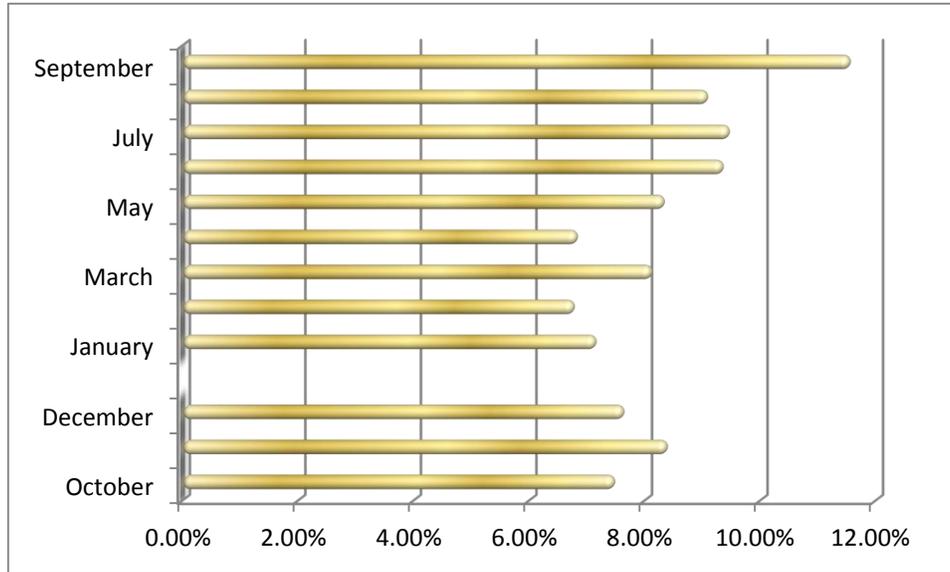
### Age Range

Age Range	Calls	Percentage
Birth-5	1	0.05%
6-18	67	3.60%
19-59	1721	92.38%
60+	74	3.97%
<b>Total</b>	<b>1863</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<b>2010</b>		
October	139	7.46%
November	156	8.37%
December	142	7.62%
<b>2011</b>		
January	133	7.14%
February	126	6.76%
March	151	8.11%
April	127	6.82%
May	155	8.32%
June	174	9.34%
July	176	9.45%
August	169	9.07%
September	215	11.54%
<b>Total</b>	<b>1863</b>	<b>100.00%</b>



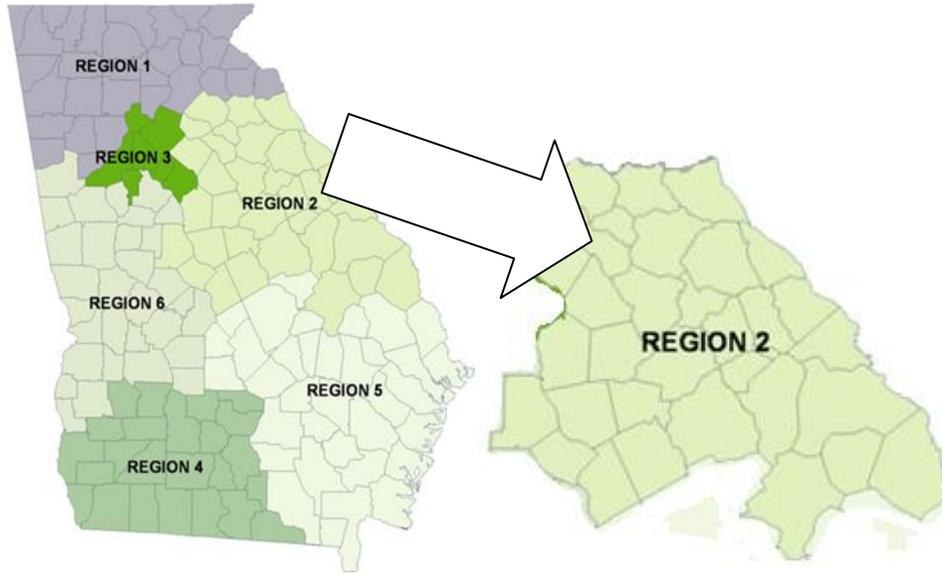
Seasonal call trends have the majority of callers utilizing the service through the summer months throughout the state. Region 1 also exhibits this trend with most of the calls occurring during the summer months of June, July, August and September in FY'11.

### Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	1454	78.05%
Mental Health	83	4.46%
Criminal/Legal Reporting	64	3.44%
Abuse / Neglect	38	2.04%
General Information / Inquiries	121	6.49%
Medical / Health Inquiries	8	0.43%
Multiple	95	5.10%
<b>Total</b>	<b>1863</b>	<b>100.00%</b>

Of note, Region 1 realized 80% of all calls related to Substance Abuse or Adiction. In general, over three quarters of all calls at the state level pertain to Substance Abuse or Addiction inquiries.

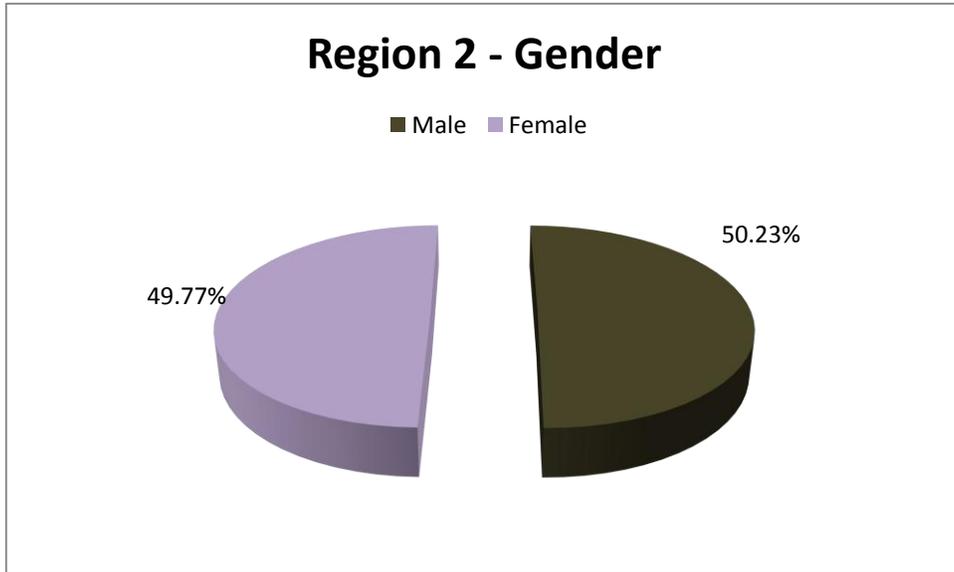
## Region 2



The new Region 2 alignment comprises 33 counties and still comprises the Northeastern region of the state including Augusta and such counties as Barrow, Clarke, Columbia, Elbert, Greene, Hancock, Oconee, Putnam, and Oglethorpe. Additionally, several Central Georgia counties were added to Region 2 that were previously part of another region including Bibb, Monroe, Baldwin, and Jones.

## Gender

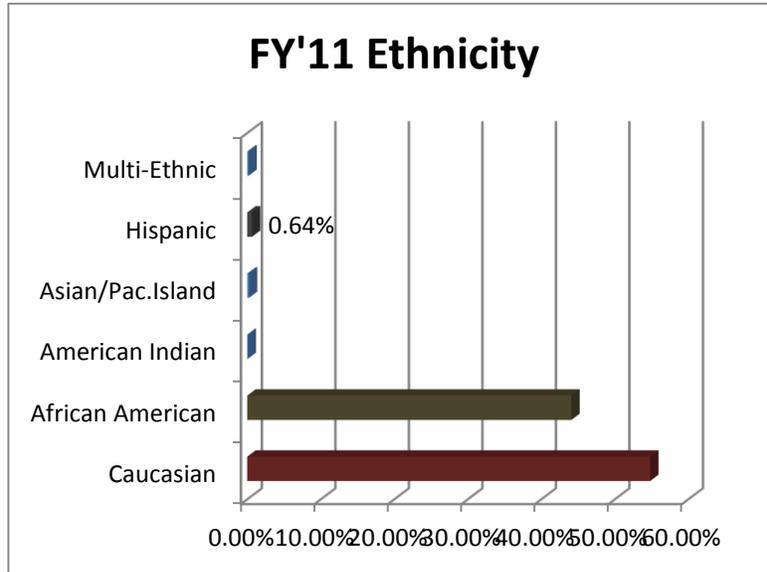
Gender	Calls	Percentage
Male	867	50.23%
Female	859	49.77%
<b>Total</b>	<b>1726</b>	<b>100.00%</b>



Region 2 historically produced far more calls from males than females. With the realignment of the regions for FY'11, Region 2's call habits with regards to gender are more evenly distributed.

**Ethnicity**

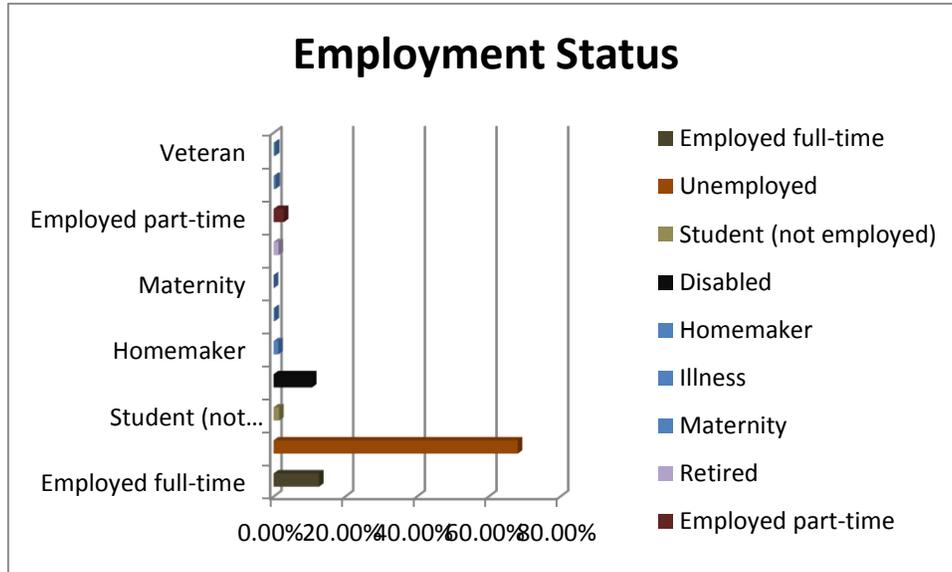
Ethnicity	Calls	Percentage
Caucasian	946	54.81%
African American	761	44.09%
American Indian	1	0.06%
Asian/Pac.Island	4	0.23%
Hispanic	11	0.64%
Multi-Ethnic	3	0.17%
<b>Total</b>	<b>1726</b>	<b>100.00%</b>



With the redistribution of regions, Region 2 has logged the highest proportion of calls originating from African Americans and Caucasians of any region historically. A full 99% of all calls have originated by these two ethnicities.

## Employment Status

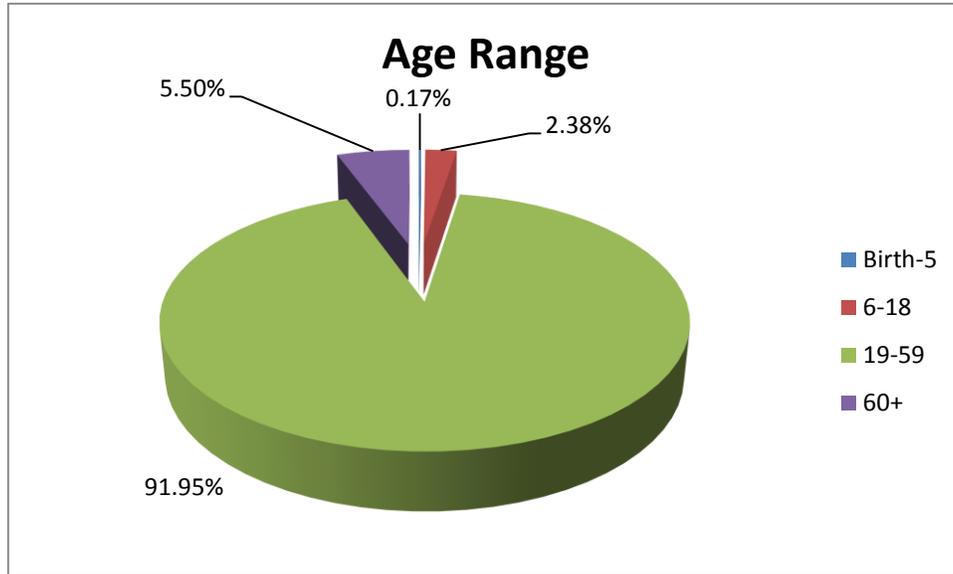
Employment Status	Calls	Percentage
Employed full-time	219	12.69%
Unemployed	1176	68.13%
Student (not employed)	27	1.56%
Disabled	185	10.72%
Homemaker	23	1.33%
Illness	5	0.29%
Maternity	1	0.06%
Retired	24	1.39%
Employed part-time	50	2.90%
Temporary work	9	0.52%
Veteran	7	0.41%
<b>Total</b>	<b>1726</b>	<b>100.00%</b>



Region 2's calls by Employment Status are representative of historical findings with two thirds of calls being logged by the Unemployed. Generally, calls by the Disabled and full time Employed.

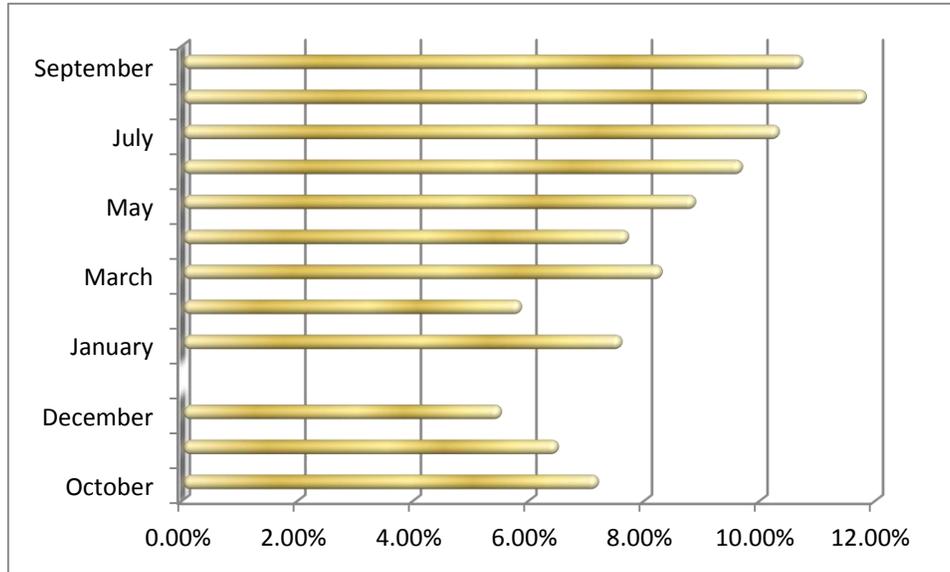
### Age Range

Age Range	Calls	Percentage
Birth-5	3	0.17%
6-18	41	2.38%
19-59	1587	91.95%
60+	95	5.50%
<b>Total</b>	<b>1726</b>	<b>100.00%</b>



## Calls By Month

Month	Calls	Percentage
<i>2010</i>		
October	124	7.18%
November	112	6.49%
December	95	5.50%
<i>2011</i>		
January	131	7.59%
February	101	5.85%
March	143	8.29%
April	133	7.71%
May	153	8.86%
June	167	9.68%
July	178	10.31%
August	204	11.82%
September	185	10.72%
<b>Total</b>	<b>1726</b>	<b>100.00%</b>

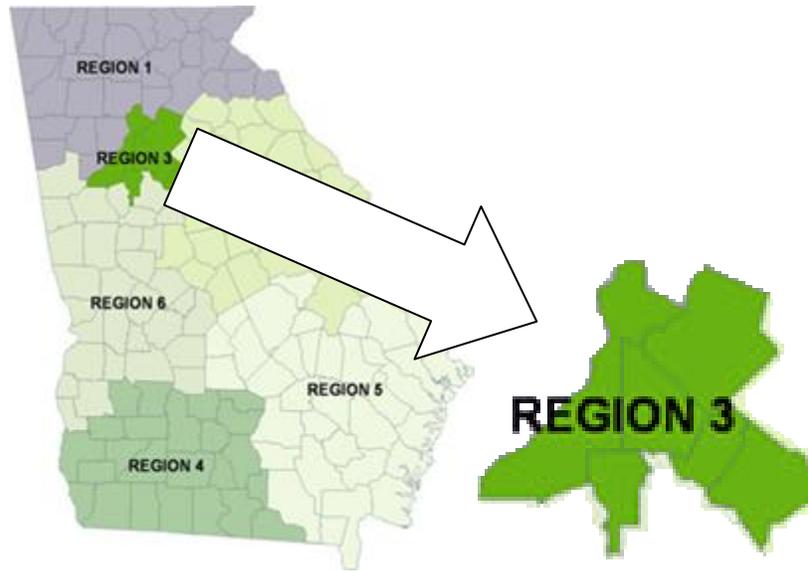


Region 2 call trends follow the remainder of the state with regards to seasonal call trends. Most of the calls occur during the warm summer months of May, June, July, August and September.

### Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	1037	60.08%
Mental Health	71	4.11%
Criminal/Legal Reporting	67	3.88%
Abuse / Neglect	77	4.46%
General Information / Inquiries	361	20.92%
Medical / Health Inquiries	22	1.27%
Multiple	91	5.27%
<b>Total</b>	<b>1726</b>	<b>100.00%</b>

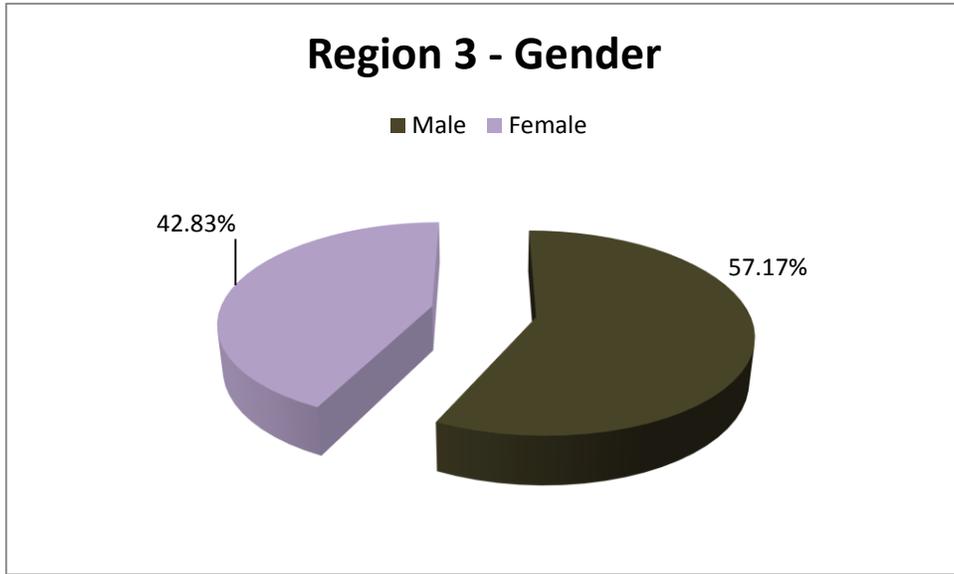
## Region 3



Region 3's territory has changed the most of any region. Region 3 previously encompassed the 11 major metropolitan counties of the Metro Atlanta, and consistently yielded the most calls any region. The realignment removed the counties of Cobb, Fayette, Douglas, Henry and Cherokee, with only the counties of Fulton, Dekalb, Gwinnett, Clayton, Newton and Rockdale remaining. The other counties were realigned to other regions, dispersing some of the call volume to other areas.

## Gender

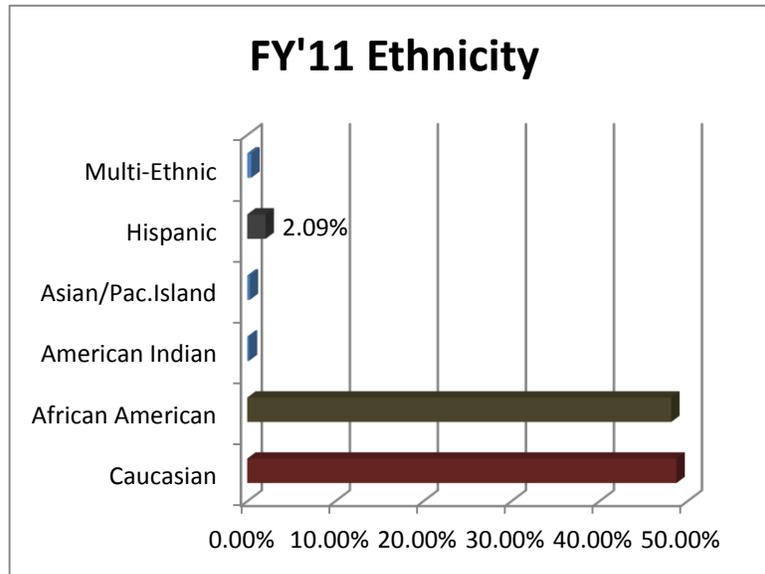
Gender	Calls	Percentage
Male	1723	57.17%
Female	1291	42.83%
<b>Total</b>	<b>3014</b>	<b>100.00%</b>



In the traditional Region 3 breakdown, male call trends have always been higher than from the female population.

**Ethnicity**

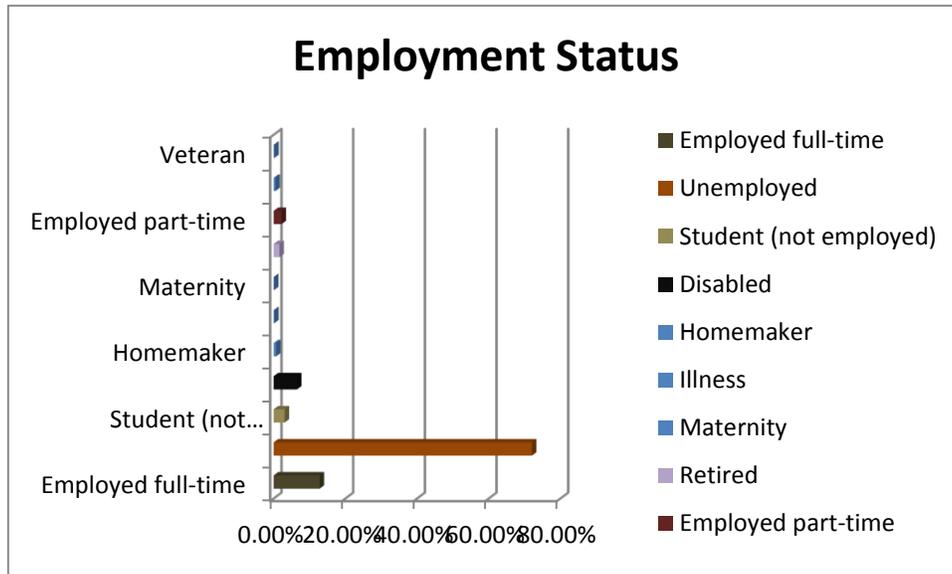
<b>Ethnicity</b>	<b>Calls</b>	<b>Percentage</b>
Caucasian	1470	48.77%
African American	1452	48.18%
American Indian	6	0.20%
Asian/Pac.Island	9	0.30%
Hispanic	63	2.09%
Multi-Ethnic	14	0.46%
<b>Total</b>	<b>3014</b>	<b>100.00%</b>



Of interest, the alteration of Region 3's lines have resulted in a large shift in ethnicity call patterns. In FY'10, with traditional geographic lines Caucasians utilized the service 50% to African American's 44%. With new regional lines being drawn however, the call volume is even at 48% for both African Americans and Caucasians.

## Employment Status

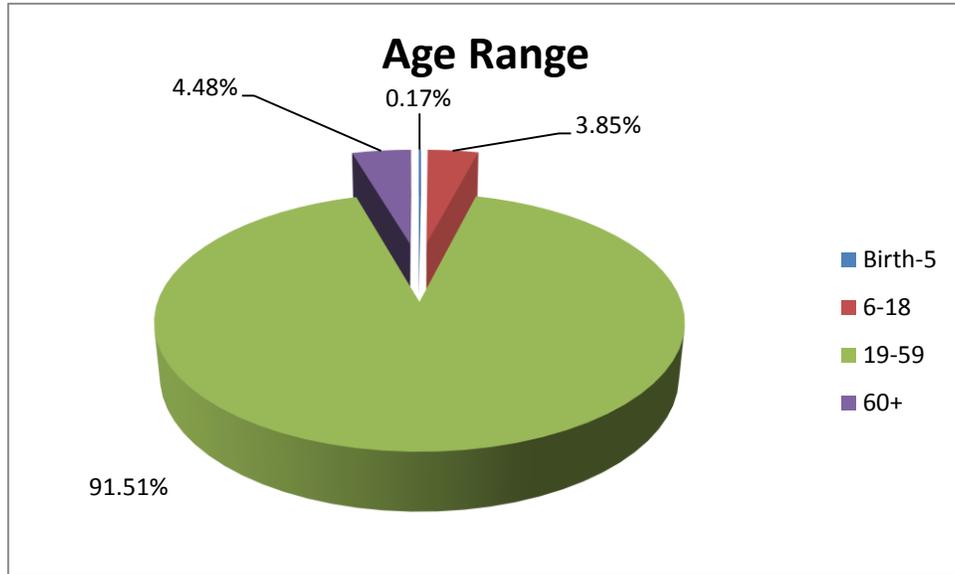
Employment Status	Calls	Percentage
Employed full-time	387	12.84%
Unemployed	2172	72.06%
Student (not employed)	93	3.09%
Disabled	196	6.50%
Homemaker	21	0.70%
Illness	5	0.17%
Maternity	3	0.10%
Retired	49	1.63%
Employed part-time	67	2.22%
Temporary work	15	0.50%
Veteran	6	0.20%
<b>Total</b>	<b>3014</b>	<b>100.00%</b>



With the change in Region 3's territory in FY'11, there was a shift in the overall demographic that remained at the core of Region 3. There was an 8.5% increase overall in call originating from the Unemployed over FY'10.

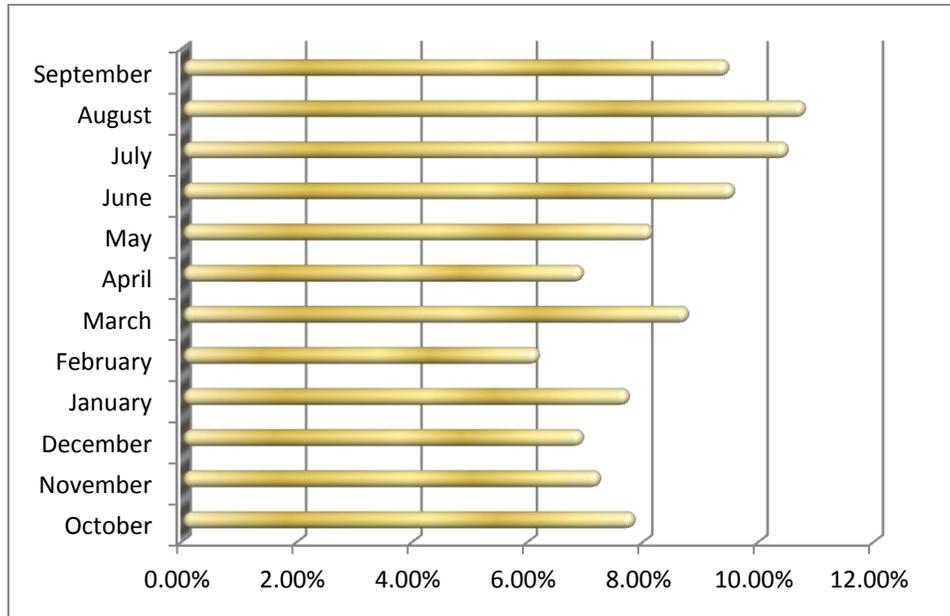
### Age Range

Age Range	Calls	Percentage
Birth-5	5	0.17%
6-18	116	3.85%
19-59	2758	91.51%
60+	135	4.48%
<b>Total</b>	<b>3014</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<b>2010</b>		
October	236	7.83%
November	218	7.23%
December	209	6.93%
<b>2011</b>		
January	233	7.73%
February	186	6.17%
March	264	8.76%
April	209	6.93%
May	245	8.13%
June	288	9.56%
July	316	10.48%
August	325	10.78%
September	285	9.46%
<b>Total</b>	<b>3014</b>	<b>100.00%</b>



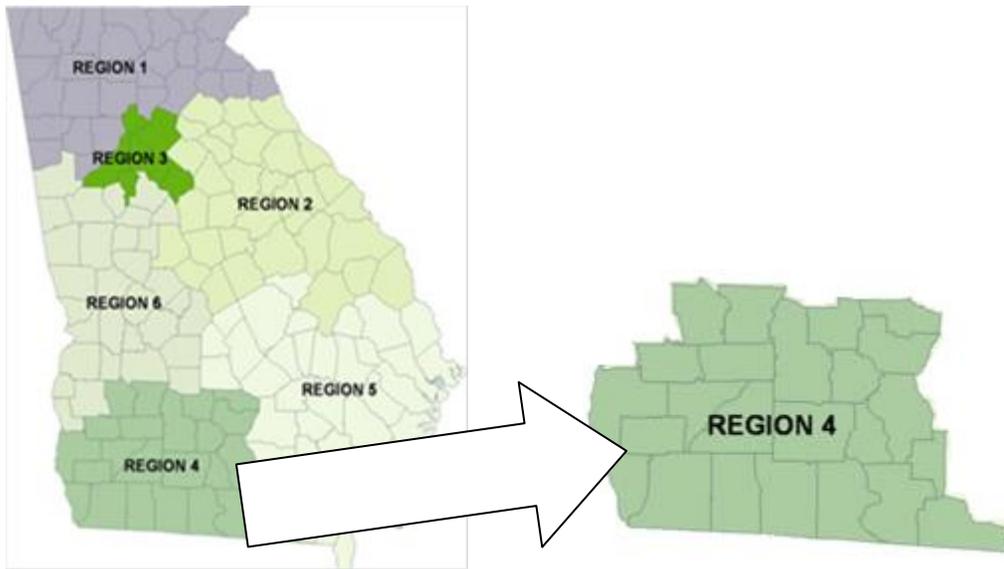
Region 3's calling patterns generally fit with the rest of the state, with the highest volume of calls being logged in the spring months.

### Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	2165	71.83%
Mental Health	134	4.45%
Criminal/Legal Reporting	177	5.87%
Abuse / Neglect	114	3.78%
General Information / Inquiries	225	7.47%
Medical / Health Inquiries	20	0.66%
Multiple	179	5.94%
<b>Total</b>	<b>3014</b>	<b>100.00%</b>

With the change in regional lines, the demographic makeup of Region 3 has resulted in an increase in calls inquiring about Substance Abuse from 66% with the traditional geographic region in FY'10 to nearly 72% in FY'11.

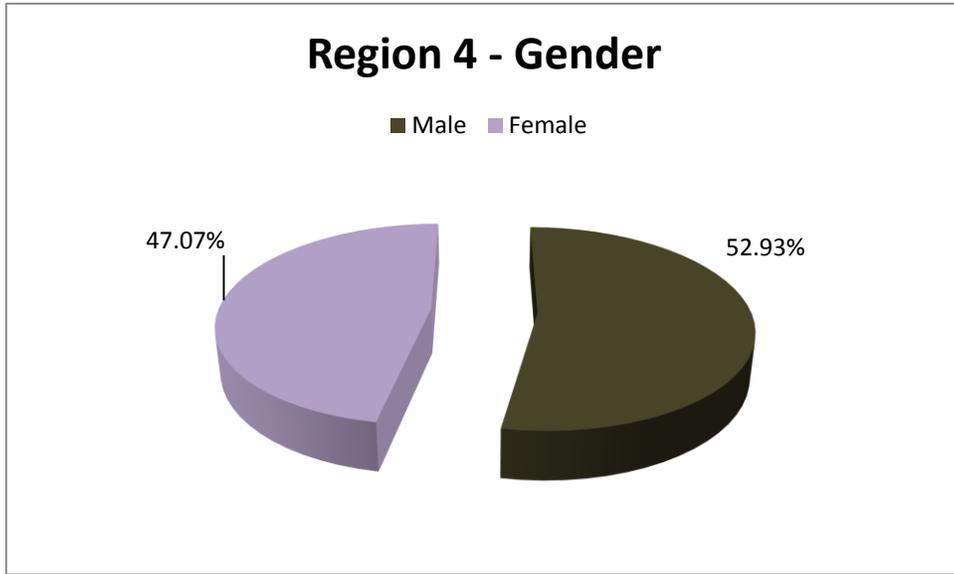
## Region 4



Region 4's new geographic lines include such counties as Baker, Ben Hill, Coquitt, Decatur, Dougherty, Grady, Irwin, Lowndes, Tift, Turner and Worth, all counties in the southern and south western region of the state.

## Gender

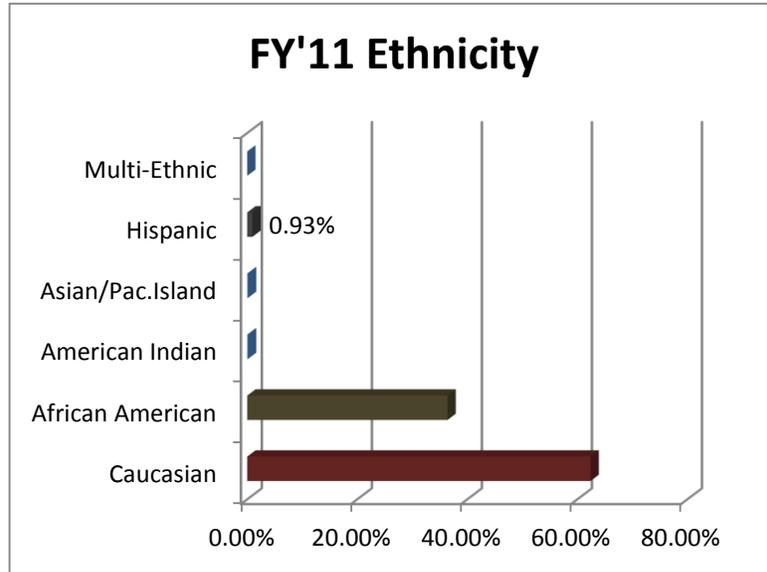
Gender	Calls	Percentage
Male	397	52.93%
Female	353	47.07%
<b>Total</b>	<b>750</b>	<b>100.00%</b>



Of interest, with the geographical realignment of this region, what has been traditionally a higher female calling pattern has revealed more males than females that have utilized this service in FY'11.

**Ethnicity**

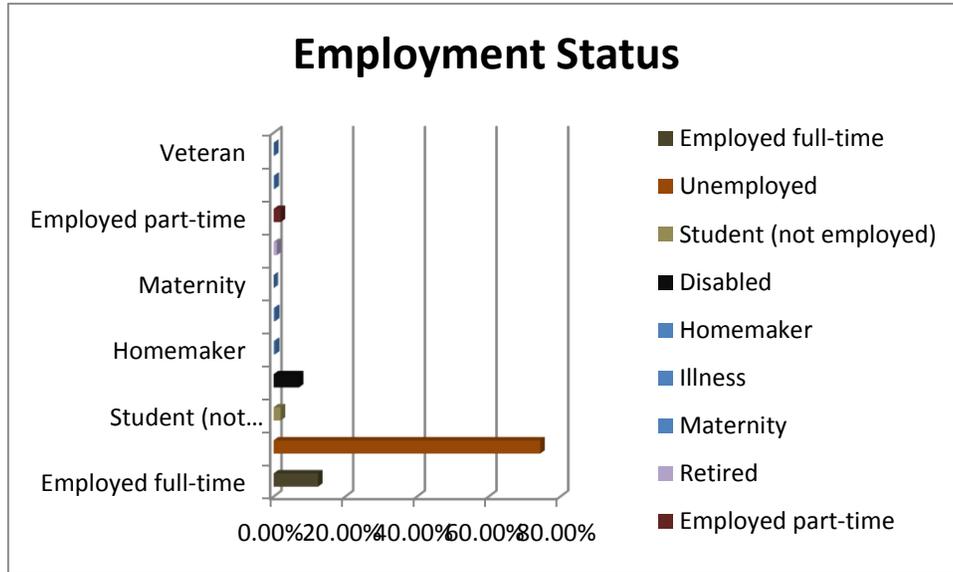
<b>Ethnicity</b>	<b>Calls</b>	<b>Percentage</b>
Caucasian	468	62.40%
African American	273	36.40%
American Indian	1	0.13%
Asian/Pac.Island	1	0.13%
Hispanic	7	0.93%
Multi-Ethnic	0	0.00%
<b>Total</b>	<b>750</b>	<b>100.00%</b>



The realignment of Region 4, ethnic calling behavior has remained largely unchanged and is representative of the remainder of the state.

## Employment Status

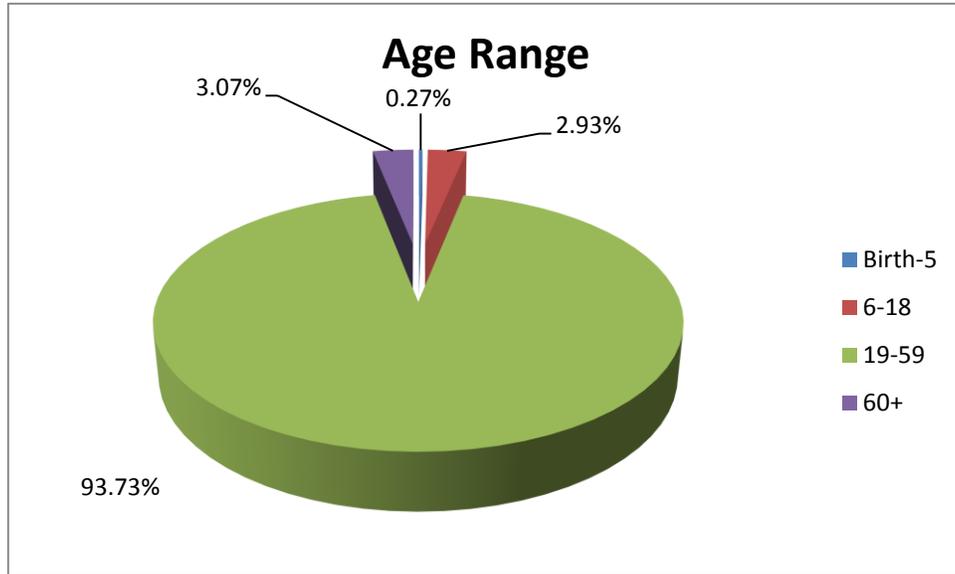
Employment Status	Calls	Percentage
Employed full-time	93	12.40%
Unemployed	558	74.40%
Student (not employed)	15	2.00%
Disabled	53	7.07%
Homemaker	3	0.40%
Illness	3	0.40%
Maternity	0	0.00%
Retired	7	0.93%
Employed part-time	15	2.00%
Temporary work	2	0.27%
Veteran	1	0.13%
<b>Total</b>	<b>750</b>	<b>100.00%</b>



There has been a shift with the change in regional lines where more Unemployed and fewer Employed calls have been logged for Region 4.

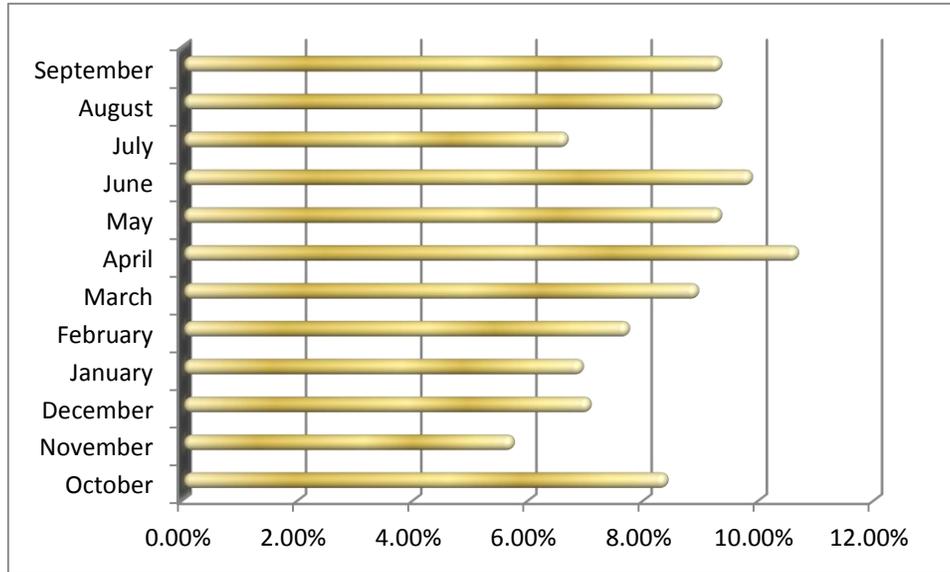
### Age Range

Age Range	Calls	Percentage
Birth-5	2	0.27%
6-18	22	2.93%
19-59	703	93.73%
60+	23	3.07%
<b>Total</b>	<b>750</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<b>2010</b>		
October	63	8.40%
November	43	5.73%
December	53	7.07%
<b>2011</b>		
January	52	6.93%
February	58	7.73%
March	67	8.93%
April	80	10.67%
May	70	9.33%
June	74	9.87%
July	50	6.67%
August	70	9.33%
September	70	9.33%
<b>Total</b>	<b>750</b>	<b>100.00%</b>



The call behavior for Region 4 is typical of the overall state level seasonal call patterns.

## Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	570	76.00%
Mental Health	20	2.67%
Criminal/Legal Reporting	29	3.87%
Abuse / Neglect	25	3.33%
General Information / Inquiries	59	7.87%
Medical / Health Inquiries	6	0.80%
Multiple	41	5.47%
<b>Total</b>	<b>750</b>	<b>100.00%</b>

With the realignment of Region 4, there has been a great change in the division of calls into Helpline Georgia. General Information and Inquiries calls represented 21% of all calls from Region 4 in FY'10, with only 52% of calls originating for Substance Abuse in FY'10.

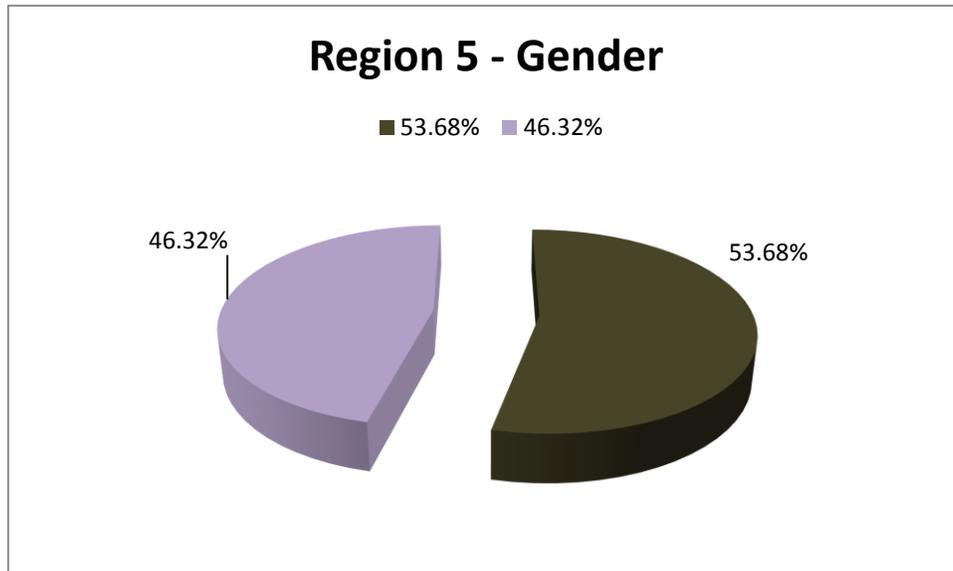
## Region 5



Region 5's geographic region encompasses part of central and southeast portions of the state of Georgia, and include such counties as Appling, Bacon, Bleckley, Brantley, Dodge, Evans, Laurens, Liberty, Pulaski, Telfair, Wheeler and Wilcox.

## Gender

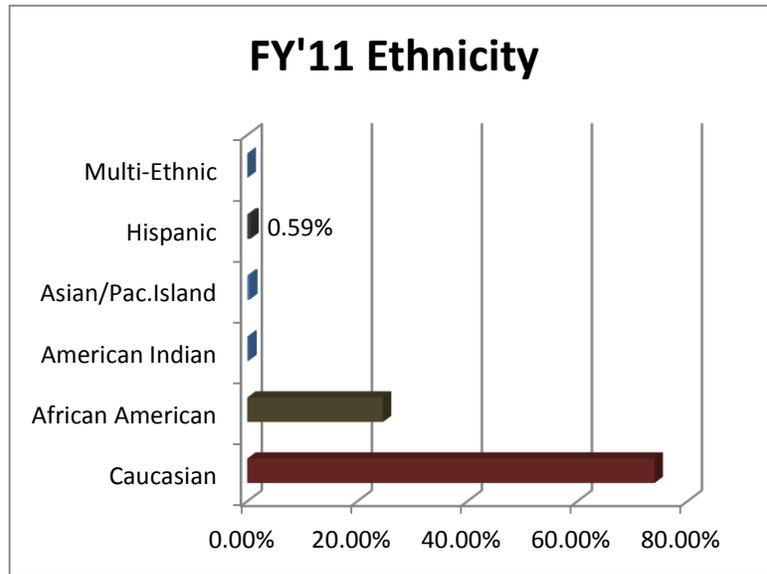
Gender	Calls	Percentage
Male	722	53.68%
Female	623	46.32%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>



Despite regional realignment, call patterns are regarding gender remain fairly consistent with tradition regional lines.

**Ethnicity**

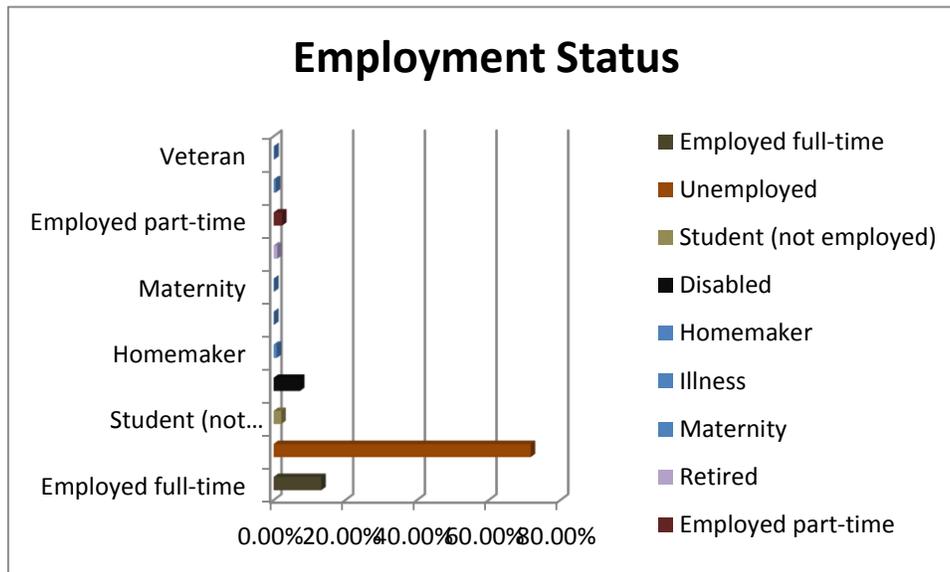
<b>Ethnicity</b>	<b>Calls</b>	<b>Percentage</b>
Caucasian	996	74.05%
African American	332	24.68%
American Indian	3	0.22%
Asian/Pac.Island	5	0.37%
Hispanic	8	0.59%
Multi-Ethnic	1	0.07%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>



Call habits regarding ethnicity have remained largely constant even with the reassignment of regions.

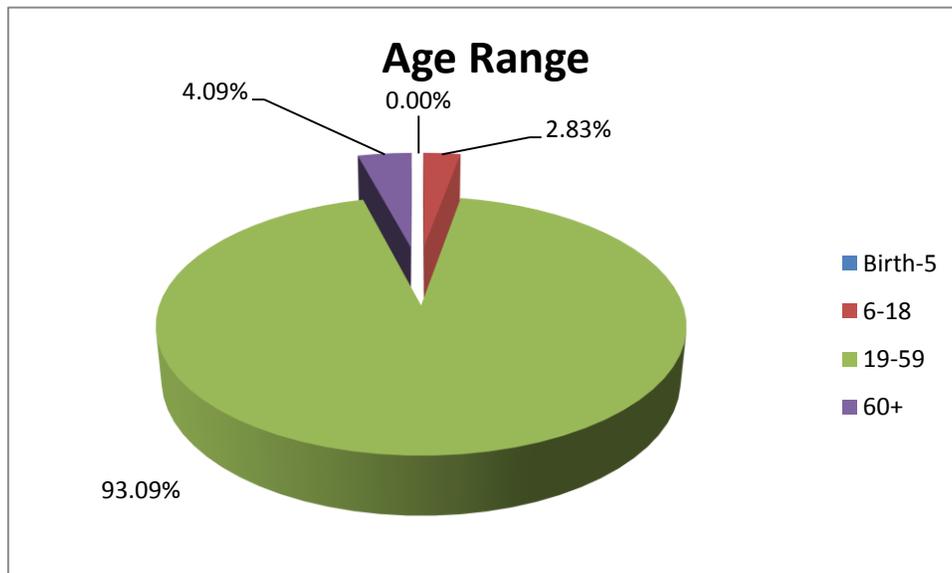
## Employment Status

Employment Status	Calls	Percentage
Employed full-time	179	13.31%
Unemployed	965	71.75%
Student (not employed)	29	2.16%
Disabled	99	7.36%
Homemaker	12	0.89%
Illness	2	0.15%
Maternity	2	0.15%
Retired	14	1.04%
Employed part-time	32	2.38%
Temporary work	8	0.59%
Veteran	3	0.22%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>



## Age Range

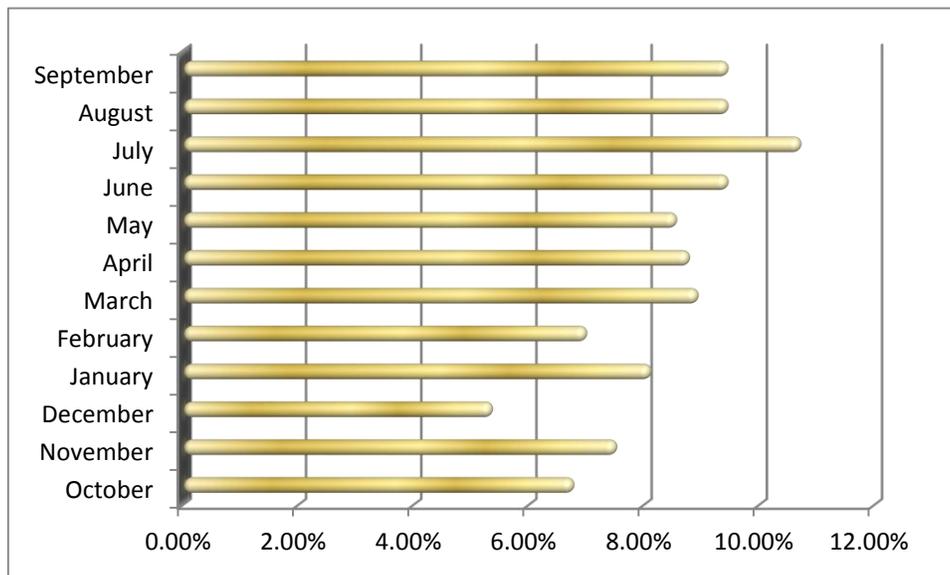
Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	38	2.83%
19-59	1252	93.09%
60+	55	4.09%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>



# HODAC Annual Helpline Call Report | 2011

## Seasonal Calls

Month	Calls	Percentage
<i>2010</i>		
October	91	6.77%
November	101	7.51%
December	72	5.35%
<i>2011</i>		
January	109	8.10%
February	94	6.99%
March	120	8.92%
April	118	8.77%
May	115	8.55%
June	127	9.44%
July	144	10.71%
August	127	9.44%
September	127	9.44%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>



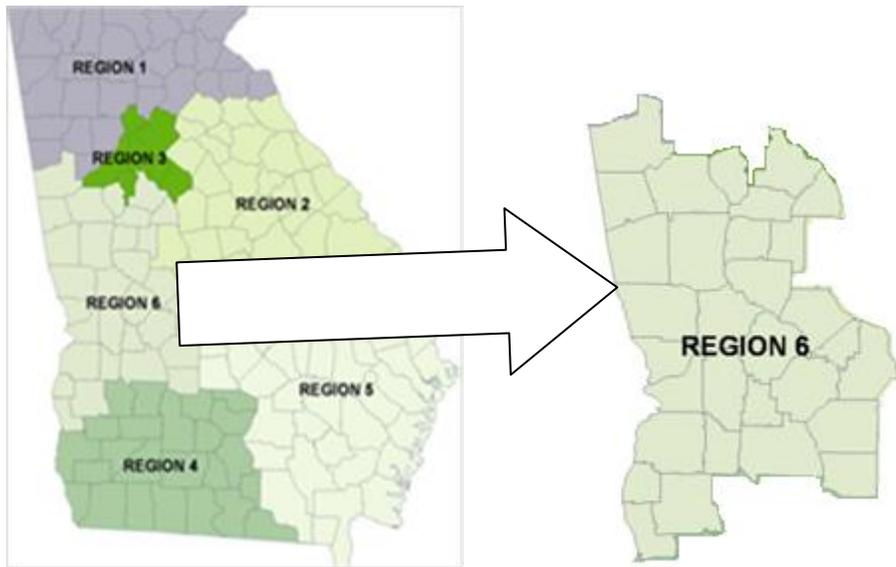
Region 5 call habits are reflective of the remainder of the state, with the largest volume occurring during the summer months.

## Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	1105	82.16%
Mental Health	46	3.42%
Criminal/Legal Reporting	40	2.97%
Abuse / Neglect	30	2.23%
General Information / Inquiries	49	3.64%
Medical / Health Inquiries	7	0.52%
Multiple	68	5.06%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>

With the change in regional lines, there has been a large 10% increase in the number of calls that have been in regards to Substance Abuse.

## Region 6

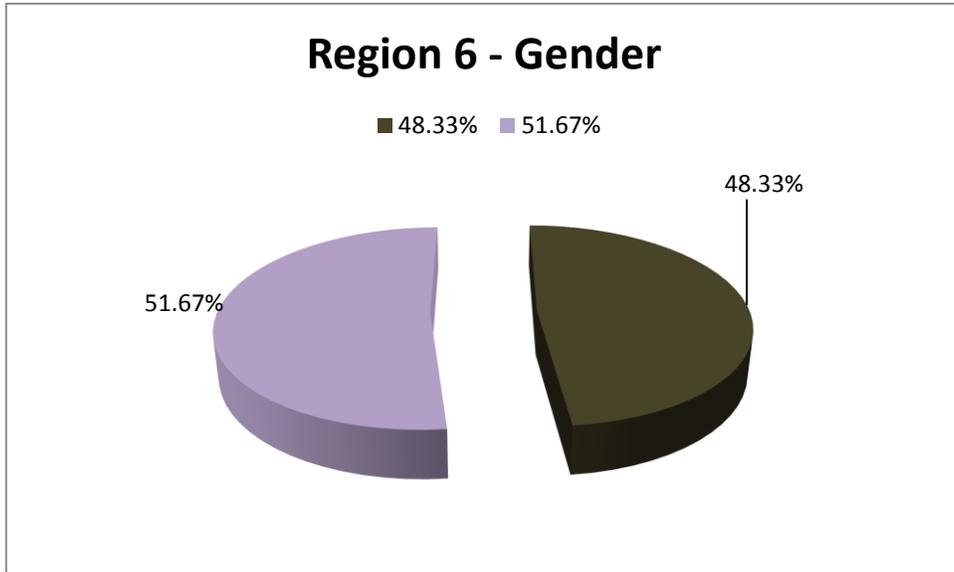


Region 6 is the additional region for the MHDDAD and encompasses the mid-west portion of the state including such counties as Butts, Carroll, Crisp, Dooly, Fayette, Houston, Macon, Muscogee, Peach, Quitman, Spalding, Sumter, Taylor, Troup and Upson.

This region is newly created and therefore has no comparative data to analyze it against.

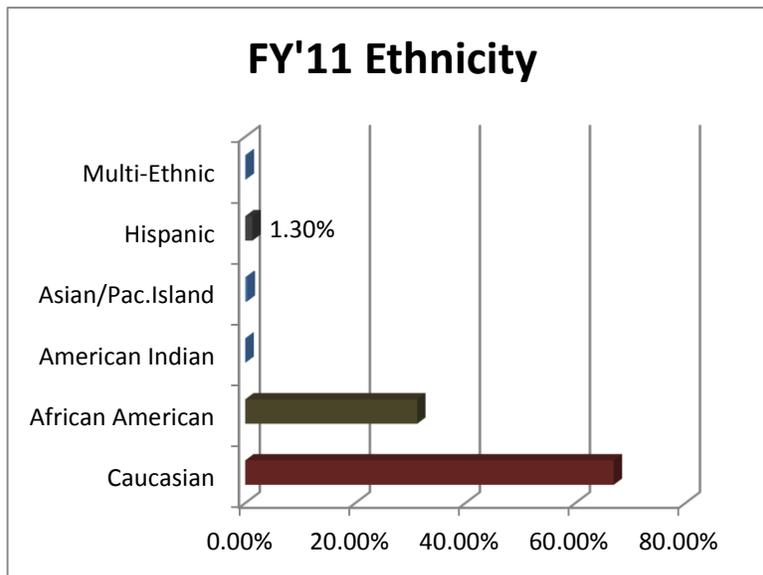
### Gender

Gender	Calls	Percentage
Male	852	48.33%
Female	911	51.67%
<b>Total</b>	<b>1763</b>	<b>100.00%</b>



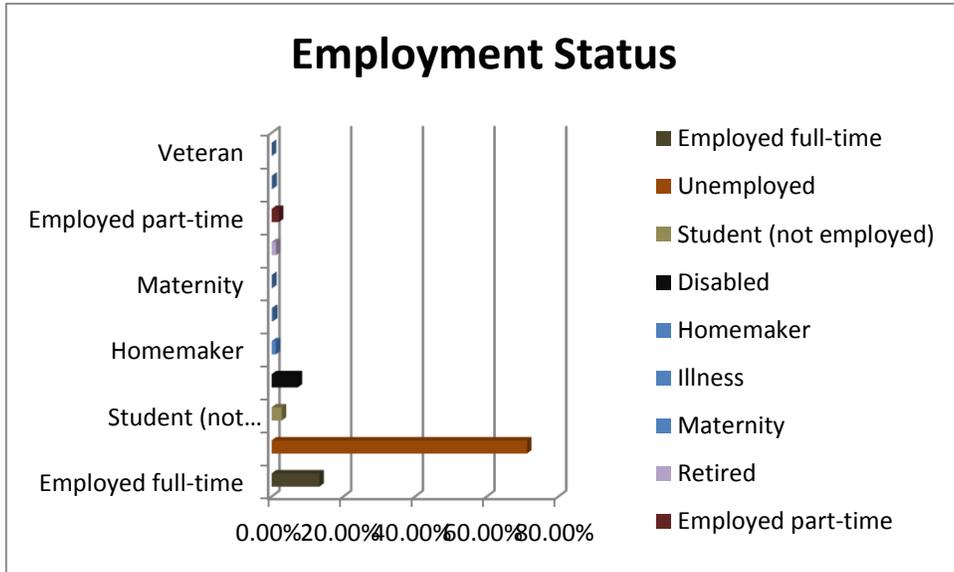
**Ethnicity**

<b>Ethnicity</b>	<b>Calls</b>	<b>Percentage</b>
Caucasian	1181	66.99%
African American	551	31.25%
American Indian	1	0.06%
Asian/Pac.Island	5	0.28%
Hispanic	23	1.30%
Multi-Ethnic	2	0.11%
<b>Total</b>	<b>1763</b>	<b>100.00%</b>



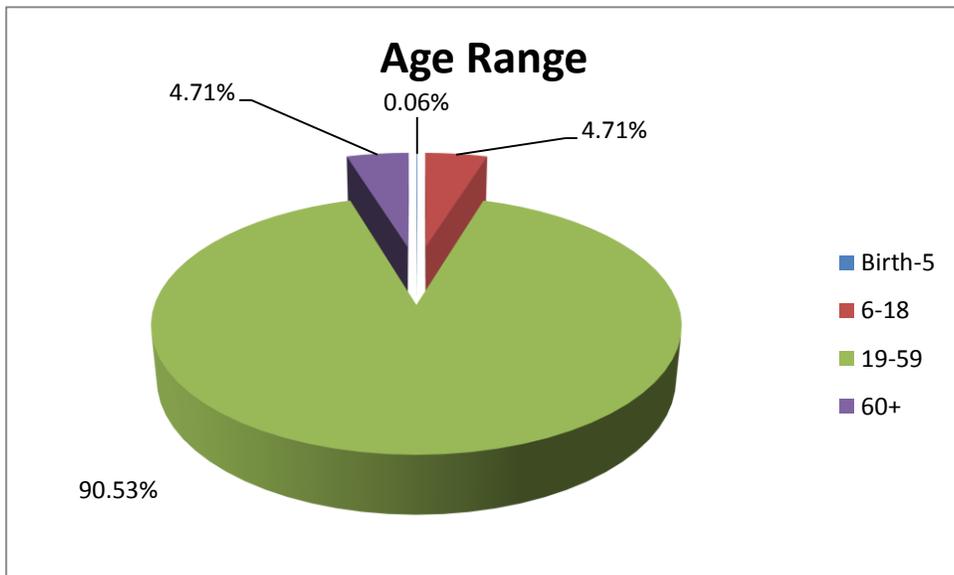
## Employment Status

Employment Status	Calls	Percentage
Employed full-time	235	13.33%
Unemployed	1256	71.24%
Student (not employed)	50	2.84%
Disabled	128	7.26%
Homemaker	21	1.19%
Illness	7	0.40%
Maternity	3	0.17%
Retired	22	1.25%
Employed part-time	36	2.04%
Temporary work	4	0.23%
Veteran	1	0.06%
<b>Total</b>	<b>1763</b>	<b>100.00%</b>



### Age Range

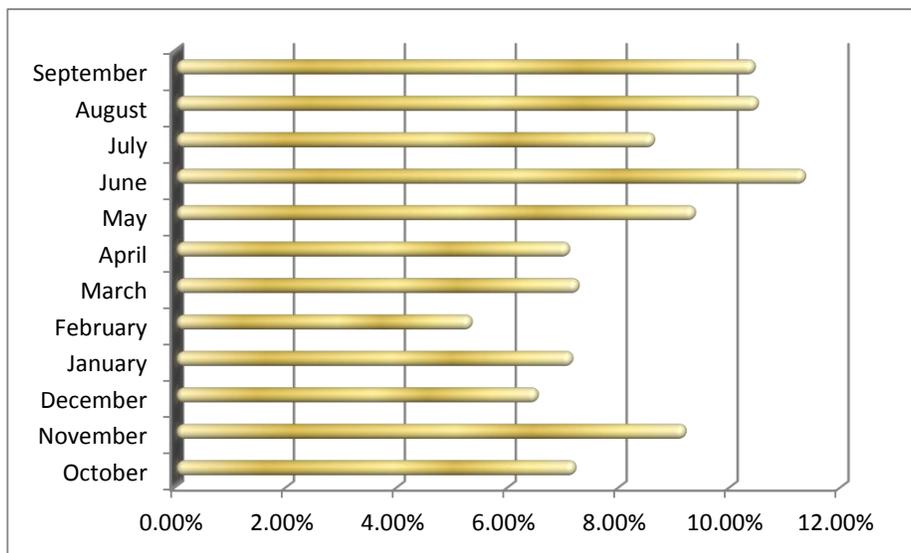
Age Range	Calls	Percentage
Birth-5	1	0.06%
6-18	83	4.71%
19-59	1596	90.53%
60+	83	4.71%
<b>Total</b>	<b>1763</b>	<b>100.00%</b>



# HODAC Annual Helpline Call Report | 2011

## Calls by Month

Month	Calls	Percentage
<b>2010</b>		
October	127	7.20%
November	162	9.19%
December	115	6.52%
<b>2011</b>		
January	126	7.15%
February	94	5.33%
March	128	7.26%
April	125	7.09%
May	165	9.36%
June	200	11.34%
July	152	8.62%
August	185	10.49%
September	184	10.44%
<b>Total</b>	<b>1763</b>	<b>100.00%</b>



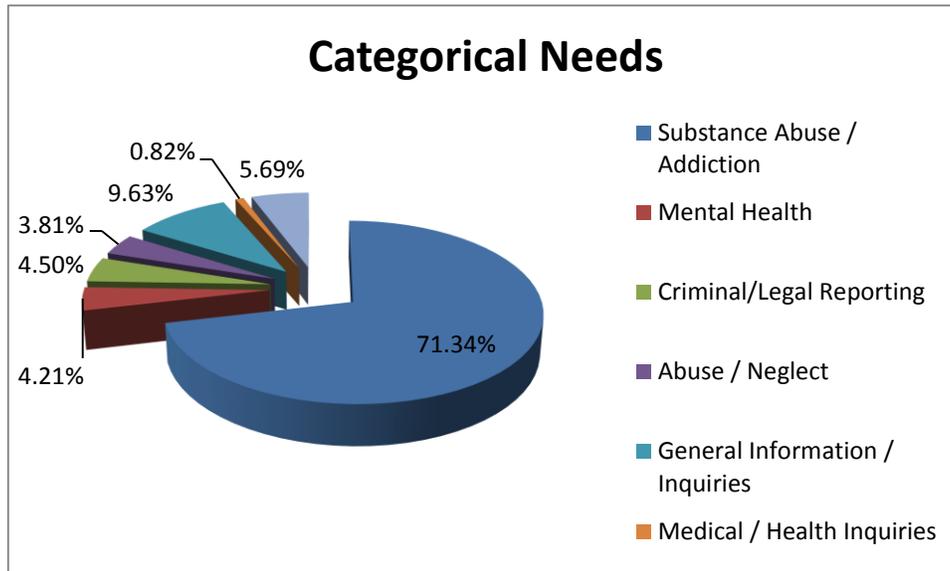
## Categorical Needs

<b>Main Category</b>	<b>Calls</b>	<b>Percentage</b>
Substance Abuse / Addiction	1132	64.21%
Mental Health	86	4.88%
Criminal/Legal Reporting	94	5.33%
Abuse / Neglect	115	6.52%
General Information / Inquiries	192	10.89%
Medical / Health Inquiries	23	1.30%
Multiple	121	6.86%
<b>Total</b>	<b>1763</b>	<b>100.00%</b>

## Needs

### Main Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	7463	71.34%
Mental Health	440	4.21%
Criminal/Legal Reporting	471	4.50%
Abuse / Neglect	399	3.81%
General Information / Inquiries	1007	9.63%
Medical / Health Inquiries	86	0.82%
Multiple	595	5.69%
<b>Total</b>	<b>10461</b>	<b>100.00%</b>



Calls related to substance abuse and addiction have risen in FY'11 from 66% to 71.34% of all calls. All other call categories have remained fairly consistent when comparing FY'11 to FY'10.

## Top 15 Needs

Need	Calls	Rank
Substance Abuse Treatment	3573	1
SUBSTANCE ABUSE	3246	2
Alcohol	1826	3
Prescription Drugs	1572	4
Cocaine	1498	5
Drug Abuse/Addiction	1465	6
Crack	1304	7
Alcohol Abuse/Addiction	1078	8
Marijuana	792	9
Other Opiates	746	10
Methamphetamines	647	11
12 Step Programs	429	12
General Info. (Phone # Only)	349	13
Assessment	347	14
MENTAL HEALTH	249	15
<b>Total</b>		

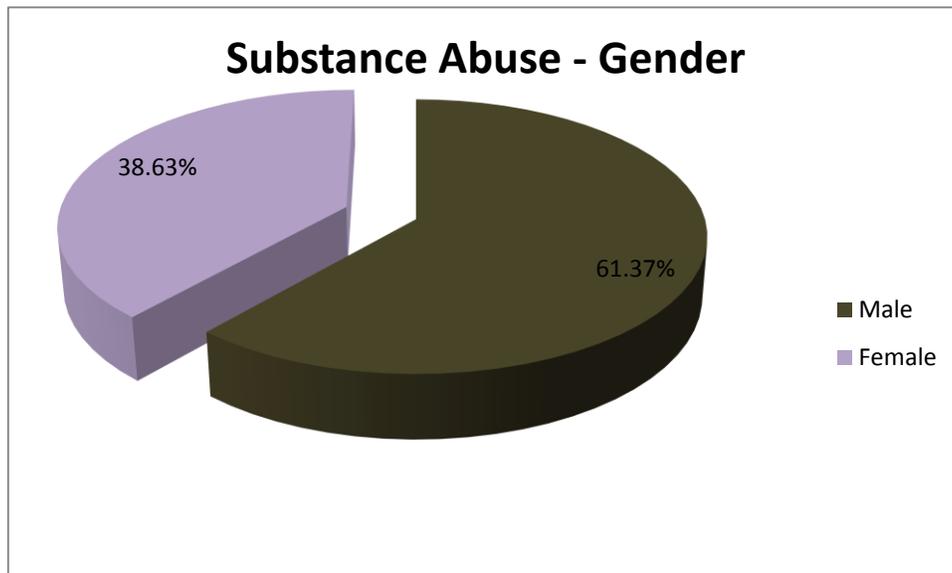
## Specific Focus Areas

There are several specific focus areas HODAC views separately in an effort to gauge call patterns, volume and categorical needs. These specific needs are reviewed below.

## Substance Abuse

### Gender

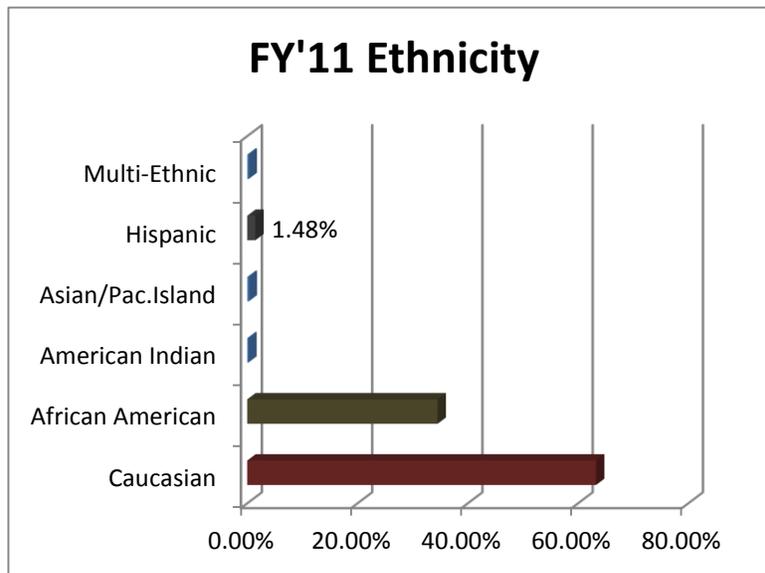
Gender	Calls	Percentage
Male	4067	61.37%
Female	2560	38.63%
<b>Total</b>	<b>6627</b>	<b>100.00%</b>



Substance Abuse/Addiction numbers in regards to gender have remained virtually constant for the past three years.

## Ethnicity

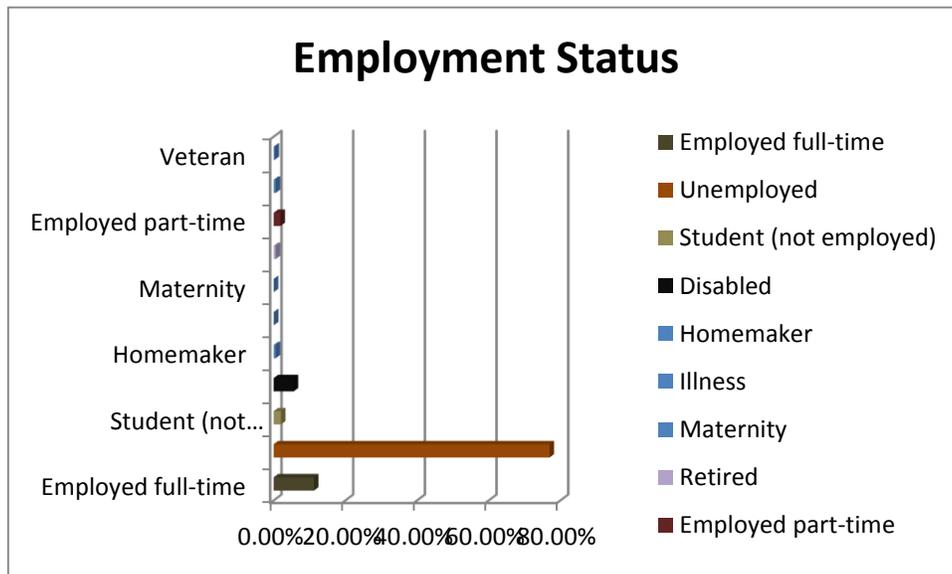
Ethnicity	Calls	Percentage
Caucasian	4193	63.27%
African American	2288	34.53%
American Indian	13	0.20%
Asian/Pac.Island	18	0.27%
Hispanic	98	1.48%
Multi-Ethnic	17	0.26%
<b>Total</b>	<b>6627</b>	<b>100.00%</b>



Calls regarding Substance Abuse have remained constant with regards to Ethnicity for the past several reporting periods.

## Employment Status

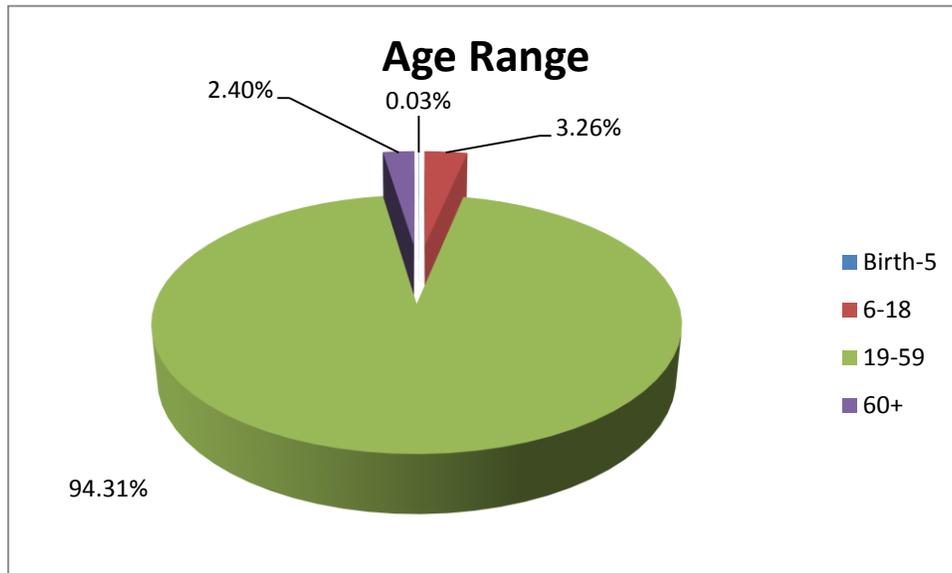
Employment Status	Calls	Percentage
Employed full-time	746	11.26%
Unemployed	5103	77.00%
Student (not employed)	137	2.07%
Disabled	371	5.60%
Homemaker	38	0.57%
Illness	6	0.09%
Maternity	4	0.06%
Retired	38	0.57%
Employed part-time	128	1.93%
Temporary work	38	0.57%
Veteran	18	0.27%
<b>Total</b>	<b>6627</b>	<b>100.00%</b>



There was a 34% decline in calls regarding Substance Abuse from the Employed when comparing FY'11 to FY'10. Additionally, there was a 6% increase in calls originating from the Unemployed.

## Age Range

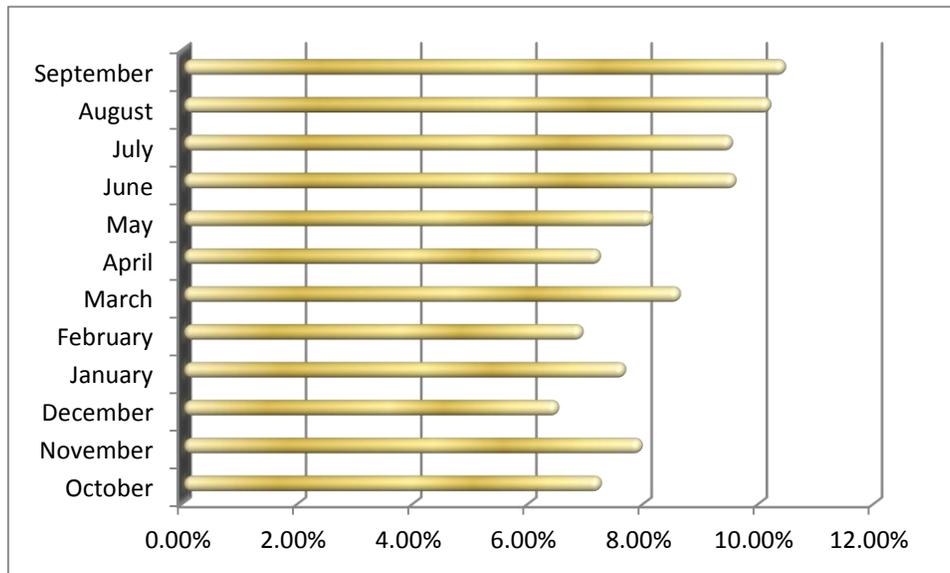
Age Range	Calls	Percentage
Birth-5	2	0.03%
6-18	216	3.26%
19-59	6250	94.31%
60+	159	2.40%
<b>Total</b>	<b>6627</b>	<b>100.00%</b>



# HODAC Annual Helpline Call Report | 2011

## Seasonal Calls

Month	Calls	Percentage
<b>2010</b>		
October	480	7.24%
November	527	7.95%
December	431	6.50%
<b>2011</b>		
January	508	7.67%
February	459	6.93%
March	571	8.62%
April	479	7.23%
May	539	8.13%
June	635	9.58%
July	631	9.52%
August	675	10.19%
September	692	10.44%
<b>Total</b>	<b>6627</b>	<b>100.00%</b>



Calls pertaining to Substance Abuse for FY'11 are indicative of call patterns in general into Helpline Georgia where the most calls occur in the summer months and volumes fall during the winter months.

## Regional Calls

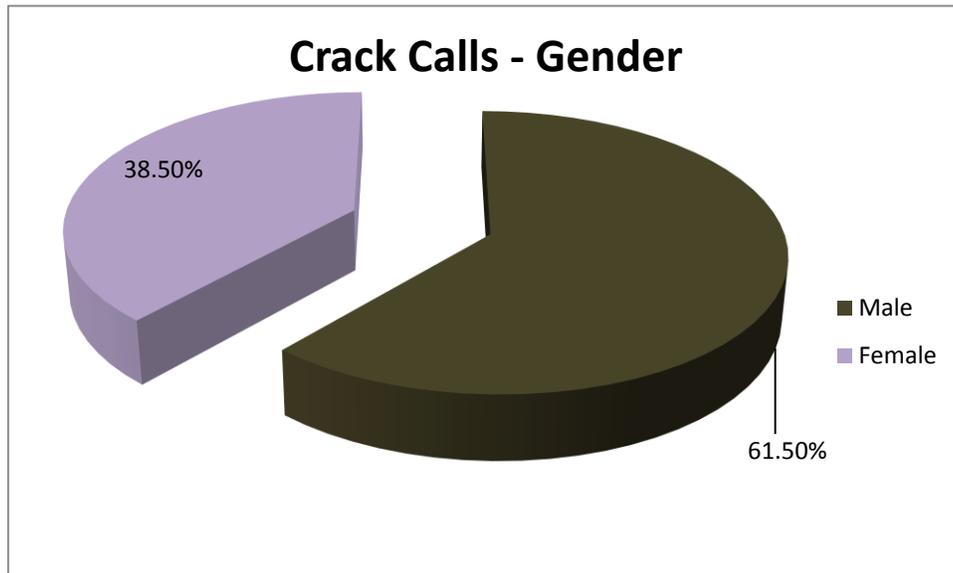
<b>Region</b>	<b>Calls</b>	<b>Percentage</b>
Region 1	1220	18.41%
Region 2	932	14.06%
Region 3	2017	30.44%
Region 4	512	7.73%
Region 5	917	13.84%
Region 6	1029	15.53%
<b>Total</b>	<b>6627</b>	<b>100.00%</b>

Regional calls related to Substance Abuse and Addiction have remained virtually constant for the past four years, with Region 3 typically logging more than twice the percentage of calls as any other region.

## Crack

### Gender

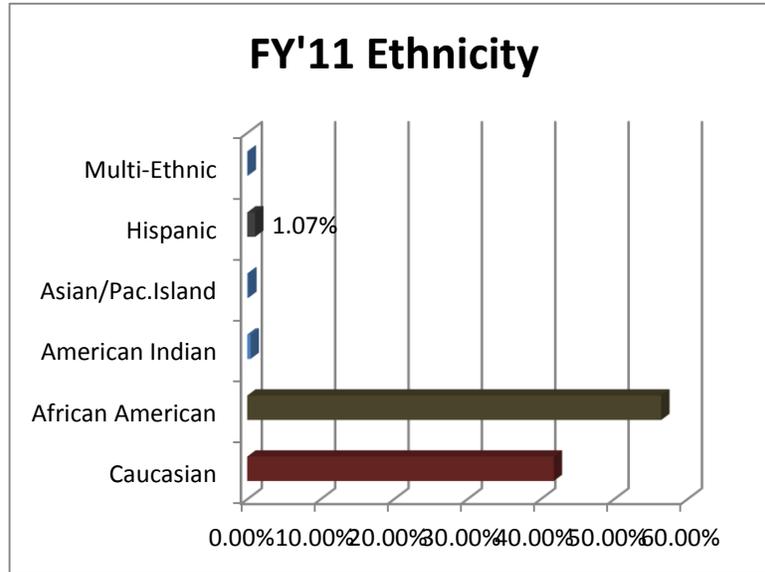
Gender	Calls	Percentage
Male	802	61.50%
Female	502	38.50%
<b>Total</b>	<b>1304</b>	<b>100.00%</b>



Calls have shifted nearly 4% towards females in FY'11 when compared to FY'10.

### Ethnicity

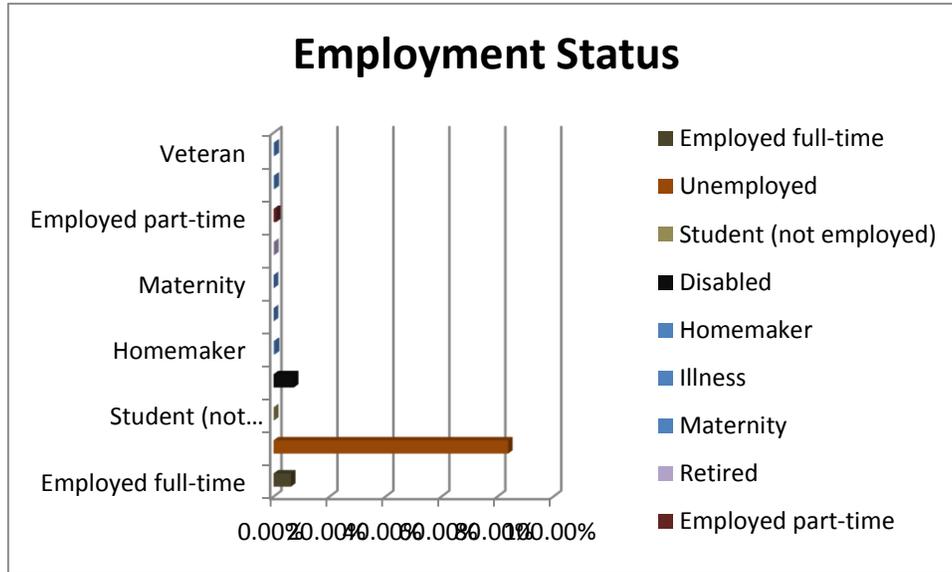
Ethnicity	Calls	Percentage
Caucasian	545	41.79%
African American	736	56.44%
American Indian	6	0.46%
Asian/Pac.Island	2	0.15%
Hispanic	14	1.07%
Multi-Ethnic	1	0.08%
<b>Total</b>	<b>1304</b>	<b>100.00%</b>



There was a swing in African American and Caucasian call patterns when comparing them to FY'10 for crack calls. There was an 10% increase in calls from African Americans with an 11% decline in calls from Caucasians.

## Employment Status

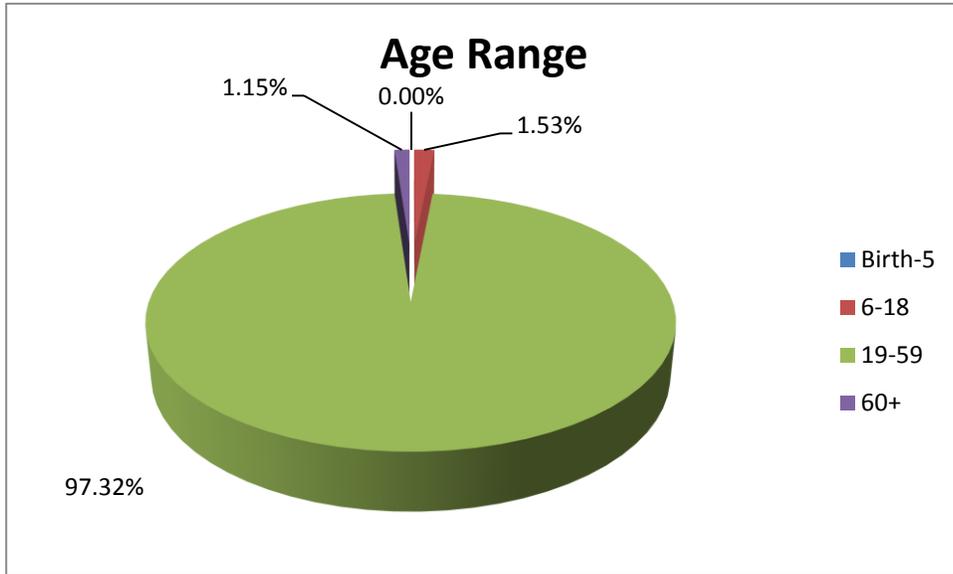
Employment Status	Calls	Percentage
Employed full-time	81	6.21%
Unemployed	1093	83.82%
Student (not employed)	2	0.15%
Disabled	95	7.29%
Homemaker	6	0.46%
Illness	1	0.08%
Maternity	1	0.08%
Retired	3	0.23%
Employed part-time	12	0.92%
Temporary work	5	0.38%
Veteran	5	0.38%
<b>Total</b>	<b>1304</b>	<b>100.00%</b>



Calls from Employed declined by nearly 40% when comparing calls to FY'10 levels, although call numbers are relatively small to be statistically relevant. Conversely, calls from the Unemployed increased 5% when comparing numbers with FY'10.

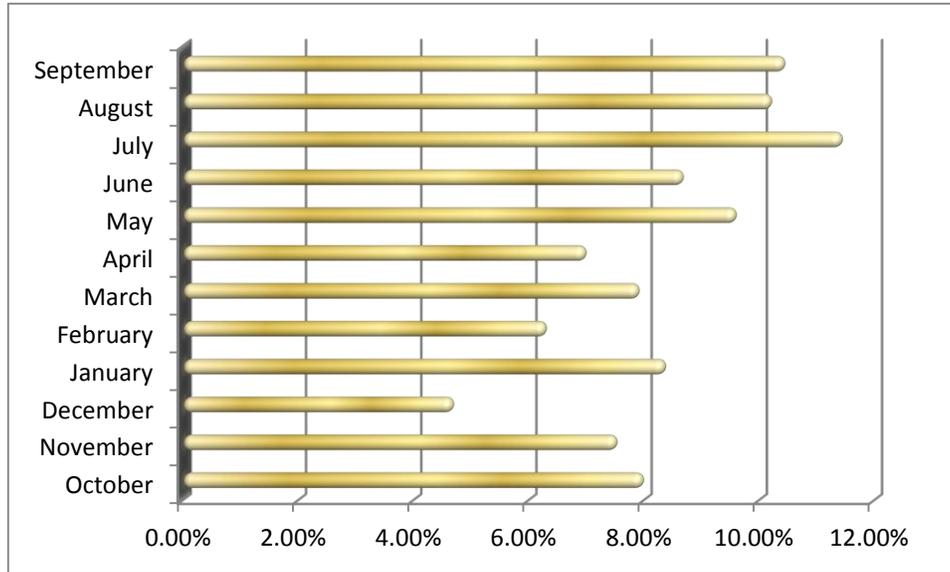
#### Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	20	1.53%
19-59	1269	97.32%
60+	15	1.15%
<b>Total</b>	<b>1304</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<b>2010</b>		
October	104	7.98%
November	98	7.52%
December	61	4.68%
<b>2011</b>		
January	109	8.36%
February	82	6.29%
March	103	7.90%
April	91	6.98%
May	125	9.59%
June	113	8.67%
July	149	11.43%
August	133	10.20%
September	136	10.43%
<b>Total</b>	<b>1304</b>	<b>100.00%</b>



Crack call patterns resemble state call patterns where high call volumes generally result during the peak summer months of June, July, August, and September, and lower call volumes come during the winter months.

## Regional Calls

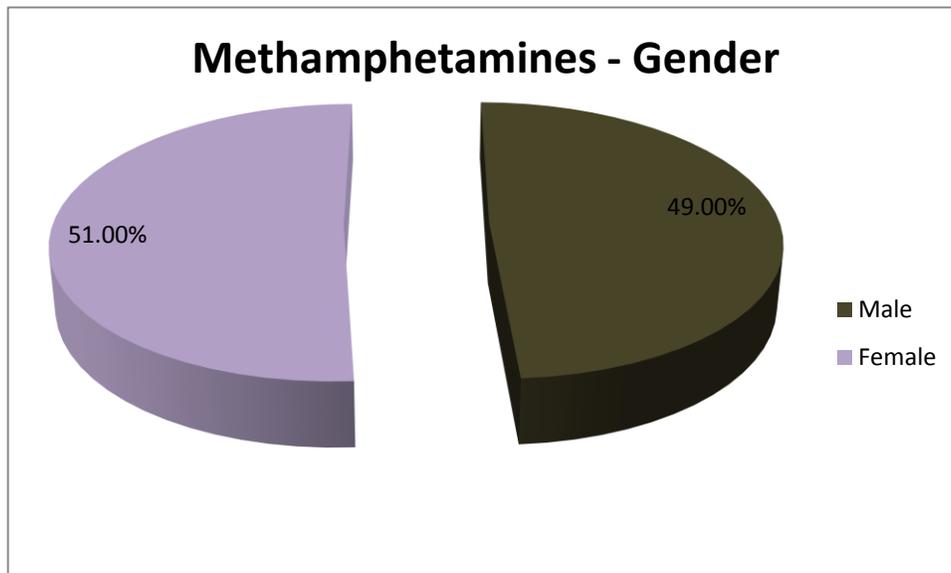
Region	Calls	Percentage
Region 1	145	11.12%
Region 2	215	16.49%
Region 3	453	34.74%
Region 4	107	8.21%
Region 5	198	15.18%
Region 6	186	14.26%
<b>Total</b>	<b>1304</b>	<b>100.00%</b>

Despite regional realignment and with the addition of a new region, Region 3 still logged twice the calls regarding crack when compared to any other region for FY'11.

## Methamphetamines

### Gender

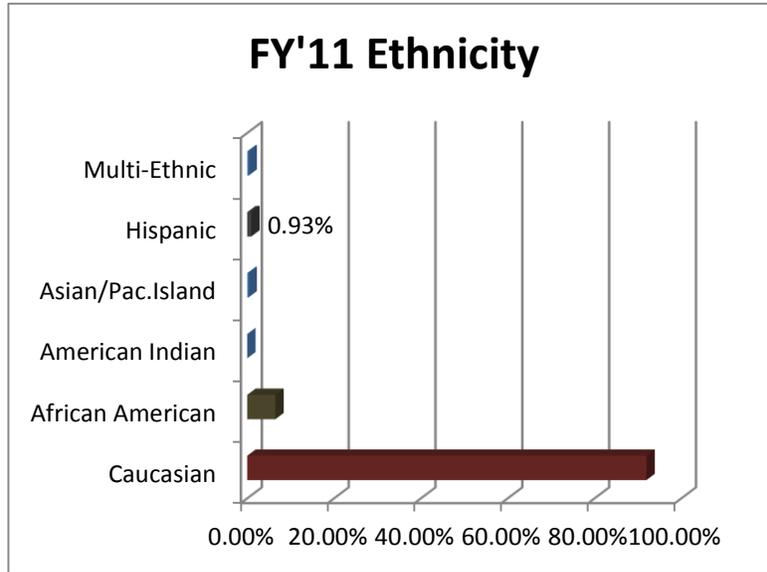
Gender	Calls	Percentage
Male	317	49.00%
Female	330	51.00%
<b>Total</b>	<b>647</b>	<b>100.00%</b>



Calls in reference to Methamphetamines have remained constant when comparing the percentage of calls by gender in FY'10 to FY'11.

### Ethnicity

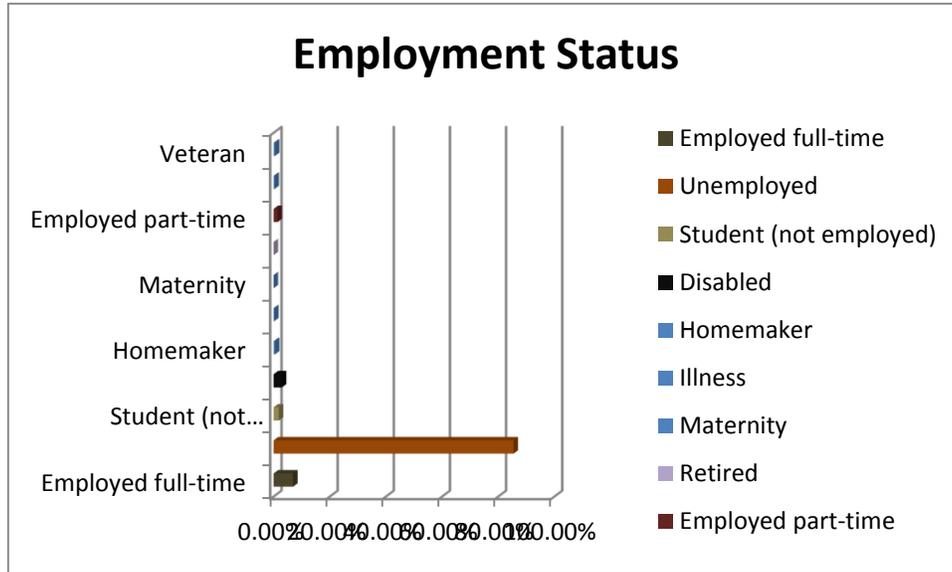
Ethnicity	Calls	Percentage
Caucasian	595	91.96%
African American	42	6.49%
American Indian	0	0.00%
Asian/Pac.Island	2	0.31%
Hispanic	6	0.93%
Multi-Ethnic	2	0.31%
<b>Total</b>	<b>647</b>	<b>100.00%</b>



Historically, calls into Helpline Georgia related to Methamphetamines still remaining a largely Caucasian issue. Overwhelmingly, 90+% of the calls received into Helpline Georgia for Methamphetamines are from Caucasians.

### Employment Status

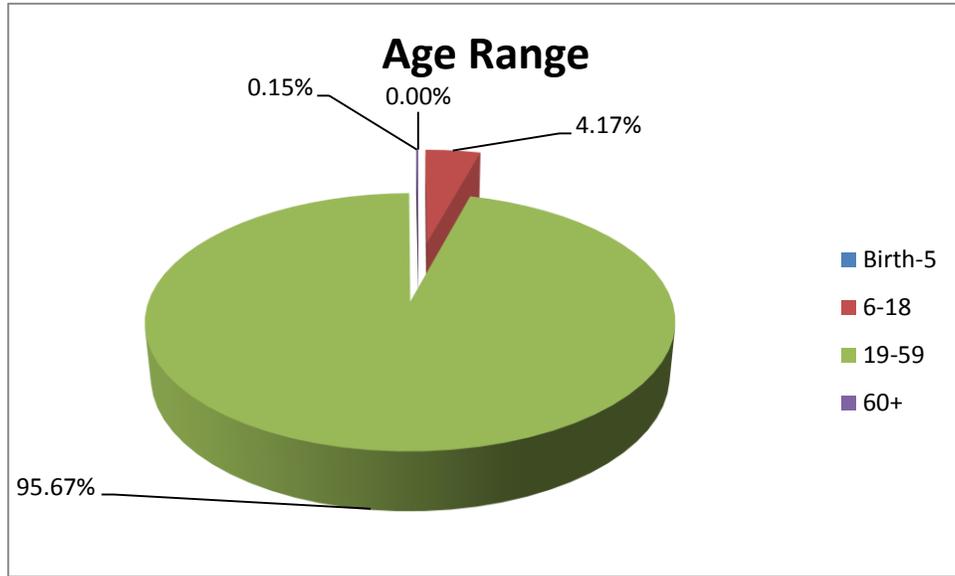
Employment Status	Calls	Percentage
Employed full-time	45	6.96%
Unemployed	553	85.47%
Student (not employed)	12	1.85%
Disabled	19	2.94%
Homemaker	3	0.46%
Illness	1	0.15%
Maternity	0	0.00%
Retired	0	0.00%
Employed part-time	9	1.39%
Temporary work	2	0.31%
Veteran	3	0.46%
<b>Total</b>	<b>647</b>	<b>100.00%</b>



There was a large 23% increase in calls from the Unemployed pertaining to Methamphetamines when comparing FY'10 with FY'11 where only 69% of calls were made by the Unemployed.

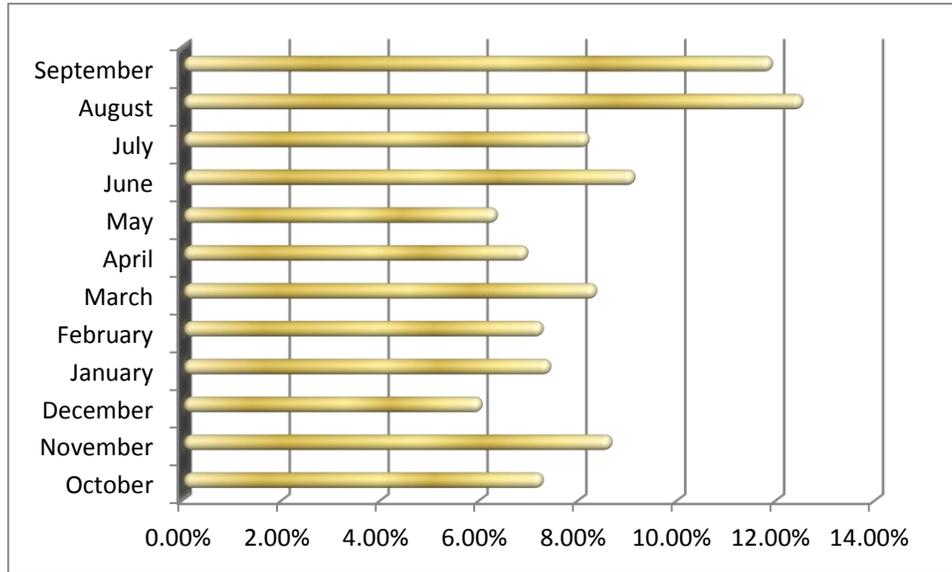
### Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	27	4.17%
19-59	619	95.67%
60+	1	0.15%
<b>Total</b>	<b>647</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<b>2010</b>		
October	47	7.26%
November	56	8.66%
December	39	6.03%
<b>2011</b>		
January	48	7.42%
February	47	7.26%
March	54	8.35%
April	45	6.96%
May	41	6.34%
June	59	9.12%
July	53	8.19%
August	81	12.52%
September	77	11.90%
<b>Total</b>	<b>647</b>	<b>100.00%</b>



Call patterns largely resemble the patterns of the remainder of the state with regards to seasonal behaviors. Call volumes generally occur in the summer months with a lull in December and January.

### Regional Calls

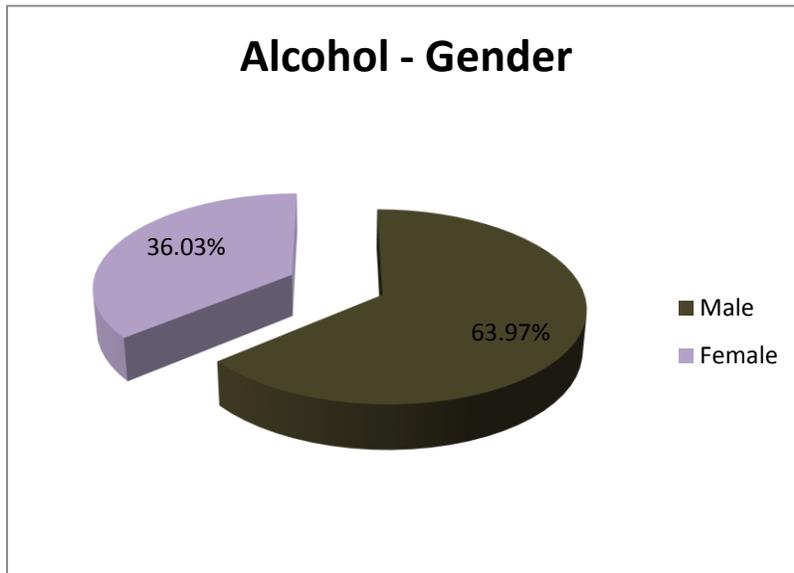
Region	Calls	Percentage
Region 1	179	27.67%
Region 2	73	11.28%
Region 3	153	23.65%
Region 4	35	5.41%
Region 5	43	6.65%
Region 6	164	25.35%
<b>Total</b>	<b>647</b>	<b>100.00%</b>

With the realignment of regional lines, for the first time in reporting history, Region 3 did not log the most calls for Methamphetamines. Both Region 1 and Region 6 reported the most calls.

## Alcohol

### Gender

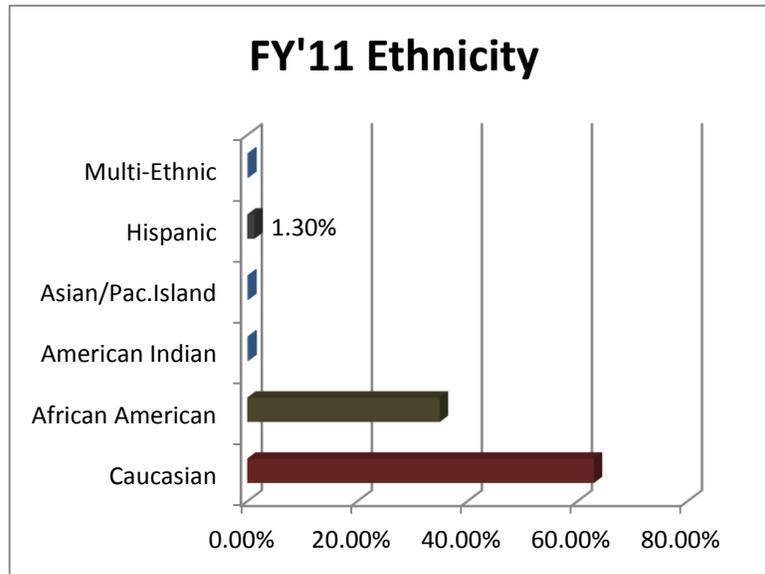
Gender	Calls	Percentage
Male	1822	63.97%
Female	1026	36.03%
<b>Total</b>	<b>2848</b>	<b>100.00%</b>



Calls relating to Alcohol have continued to be primarily male callers.

### Ethnicity

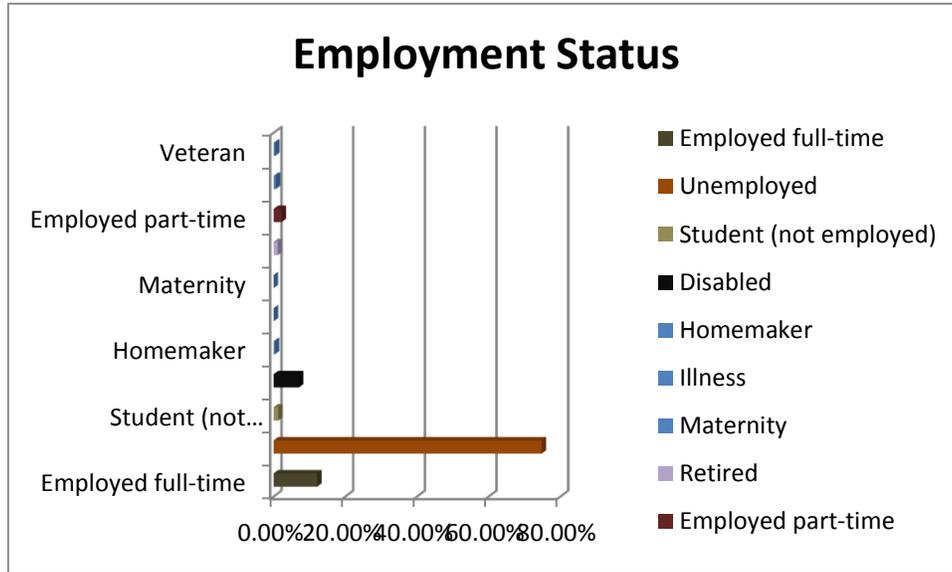
Ethnicity	Calls	Percentage
Caucasian	1795	63.03%
African American	997	35.01%
American Indian	7	0.25%
Asian/Pac.Island	6	0.21%
Hispanic	37	1.30%
Multi-Ethnic	6	0.21%
<b>Total</b>	<b>2848</b>	<b>100.00%</b>



Calls related to Alcohol continue to be logged at a nearly two to one ratio by Caucasians in FY'11. This has been the trend for each of the last eight reporting periods.

## Employment Status

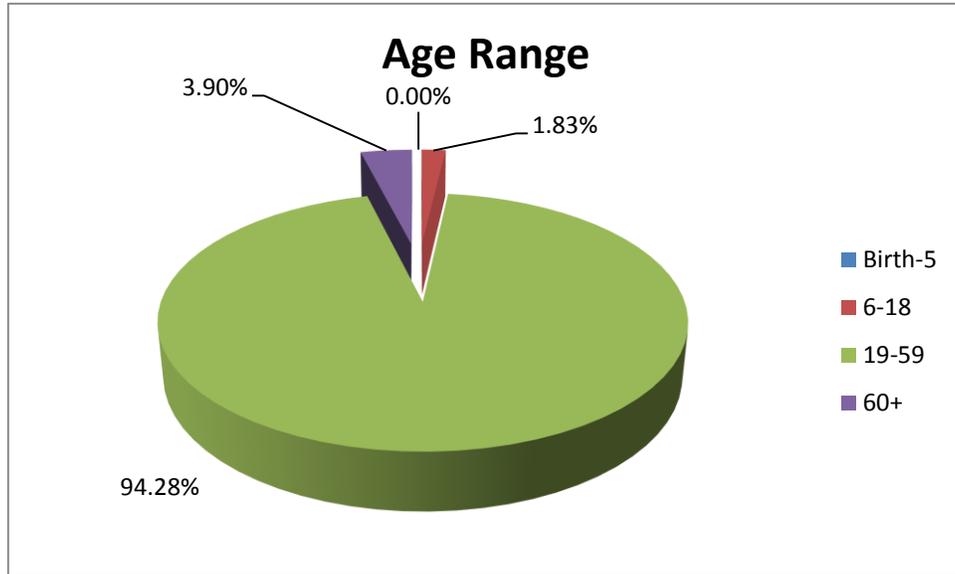
Employment Status	Calls	Percentage
Employed full-time	346	12.15%
Unemployed	2130	74.79%
Student (not employed)	37	1.30%
Disabled	201	7.06%
Homemaker	9	0.32%
Illness	1	0.04%
Maternity	0	0.00%
Retired	33	1.16%
Employed part-time	63	2.21%
Temporary work	17	0.60%
Veteran	11	0.39%
<b>Total</b>	<b>2848</b>	<b>100.00%</b>



Overwhelmingly, calls received into Helpline Georgia in FY'09 are by Unemployed individuals. These statistics have remained constant over the past several reporting periods.

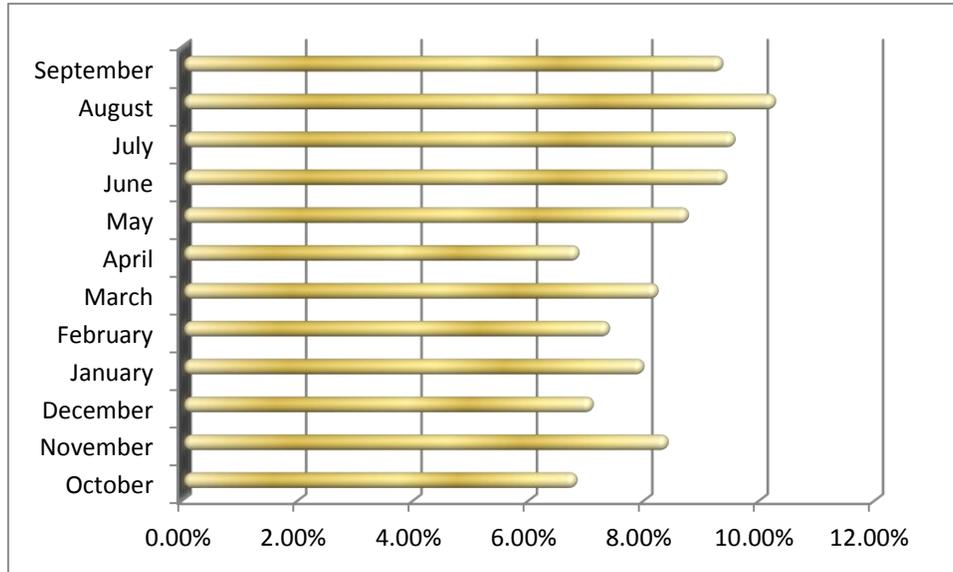
### Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	52	1.83%
19-59	2685	94.28%
60+	111	3.90%
<b>Total</b>	<b>2848</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<b>2010</b>		
October	194	6.81%
November	239	8.39%
December	202	7.09%
<b>2011</b>		
January	227	7.97%
February	210	7.37%
March	234	8.22%
April	195	6.85%
May	249	8.74%
June	268	9.41%
July	272	9.55%
August	292	10.25%
September	266	9.34%
<b>Total</b>	<b>2848</b>	<b>100.00%</b>



## Regional Calls

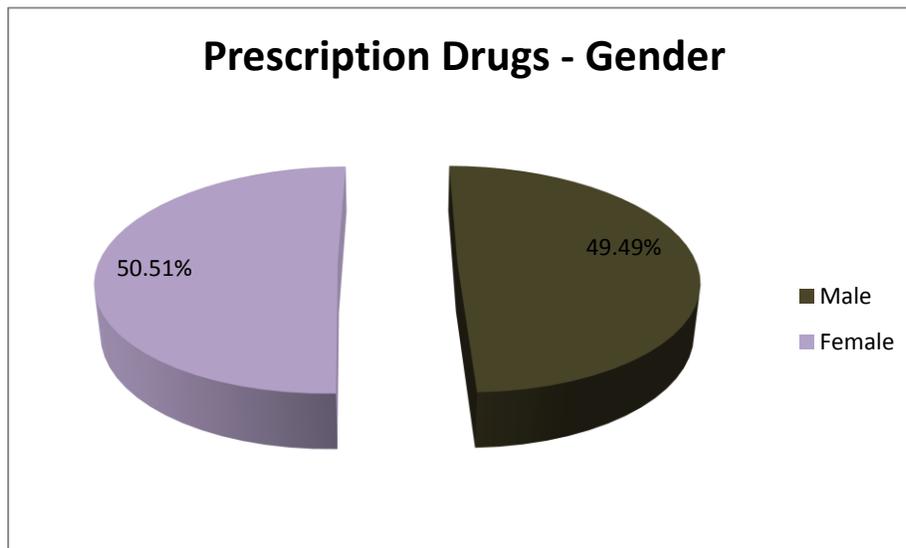
Region	Calls	Percentage
Region 1	507	17.80%
Region 2	397	13.94%
Region 3	871	30.58%
Region 4	230	8.08%
Region 5	416	14.61%
Region 6	427	14.99%
<b>Total</b>	<b>2848</b>	<b>100.00%</b>

Region 3 maintain the highest percentage of calls related to Alcohol even after the regional realignment.

## Prescription Drugs

### Gender

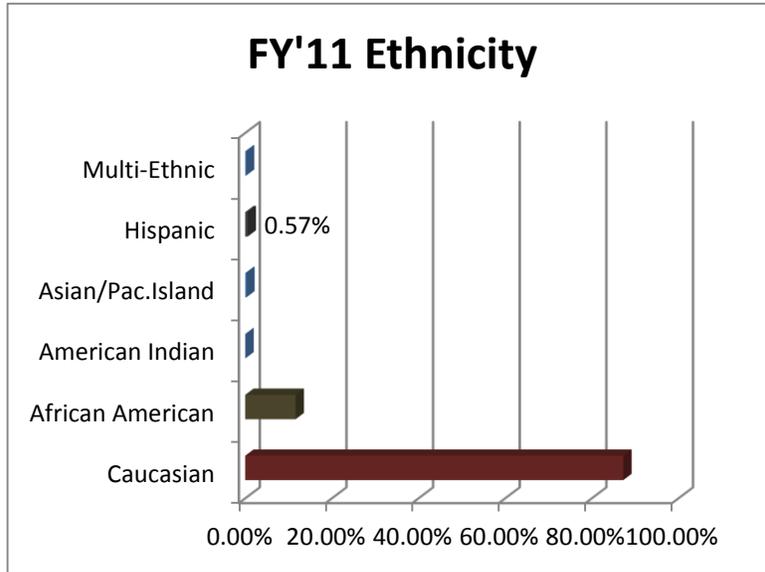
Gender	Calls	Percentage
Male	778	49.49%
Female	794	50.51%
<b>Total</b>	<b>1572</b>	<b>100.00%</b>



Even with the reduction in calls logged overall to Helpline Georgia in FY'11, calls pertaining to Prescription Drugs increased in both the number of calls by a slight 2% margin and also increased the percentage of the whole number of calls into Helpline Georgia. Of interest, calls regarding Prescription Drugs has historically been evenly divided between Males and Females. FY'11 is no different.

### Ethnicity

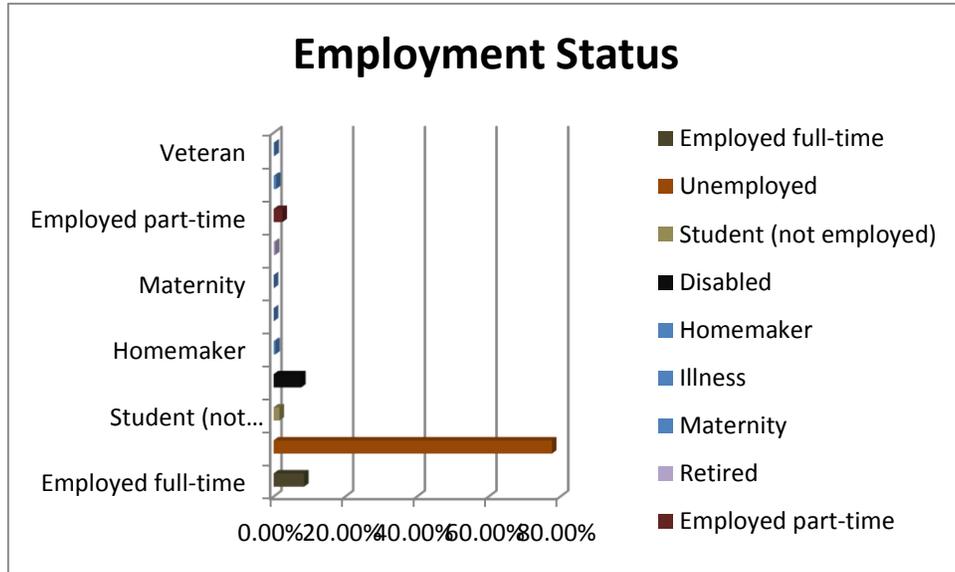
Ethnicity	Calls	Percentage
Caucasian	1372	87.28%
African American	183	11.64%
American Indian	1	0.06%
Asian/Pac.Island	4	0.25%
Hispanic	9	0.57%
Multi-Ethnic	3	0.19%
<b>Total</b>	<b>1572</b>	<b>100.00%</b>



Calls regarding Prescription Drugs and Ethnicity are typically highly correlated to Caucasians with FY'11 continuing this trend.

## Employment Status

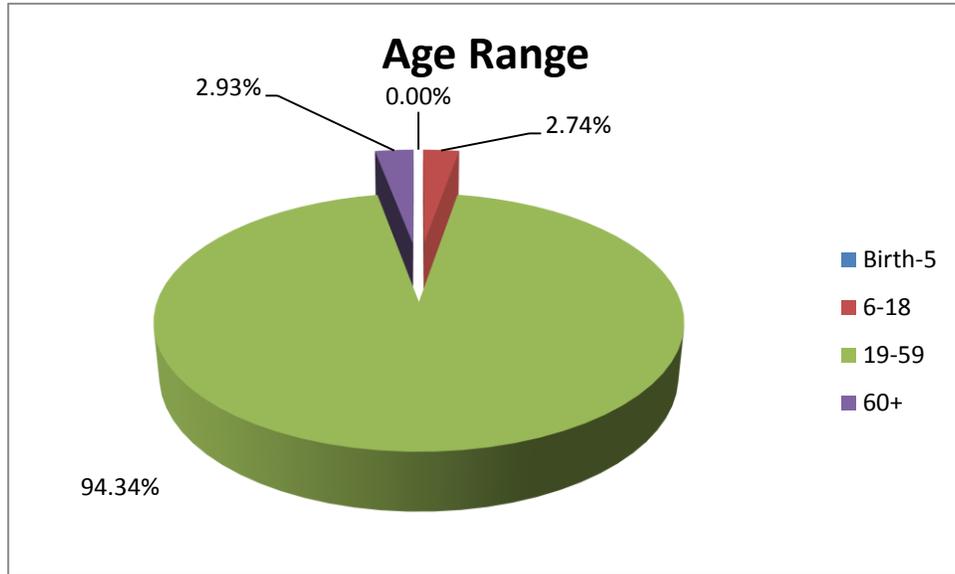
Employment Status	Calls	Percentage
Employed full-time	134	8.52%
Unemployed	1221	77.67%
Student (not employed)	26	1.65%
Disabled	121	7.70%
Homemaker	8	0.51%
Illness	1	0.06%
Maternity	1	0.06%
Retired	6	0.38%
Employed part-time	39	2.48%
Temporary work	11	0.70%
Veteran	4	0.25%
<b>Total</b>	<b>1572</b>	<b>100.00%</b>



Call patterns relating to Prescription Drugs are consistently received by Unemployed individuals. This trend has continued for each of the eight reporting periods studied.

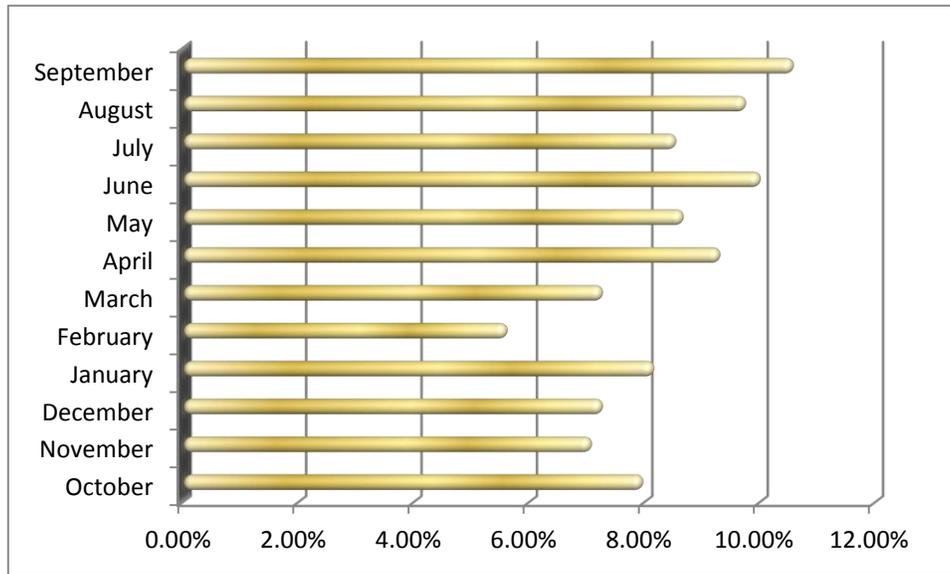
## Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	43	2.74%
19-59	1483	94.34%
60+	46	2.93%
<b>Total</b>	<b>1572</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<b>2010</b>		
October	125	7.95%
November	111	7.06%
December	114	7.25%
<b>2011</b>		
January	128	8.14%
February	88	5.60%
March	114	7.25%
April	146	9.29%
May	136	8.65%
June	157	9.99%
July	134	8.52%
August	153	9.73%
September	166	10.56%
<b>Total</b>	<b>1572</b>	<b>100.00%</b>



Calls into Helpline Georgia regarding Prescription Drugs follow state call patterns.

## Regional Calls

Region	Calls	Percentage
Region 1	381	24.24%
Region 2	216	13.74%
Region 3	312	19.85%
Region 4	119	7.57%
Region 5	303	19.27%
Region 6	241	15.33%
<b>Total</b>	<b>1572</b>	<b>100.00%</b>

## Gambling

### Gender

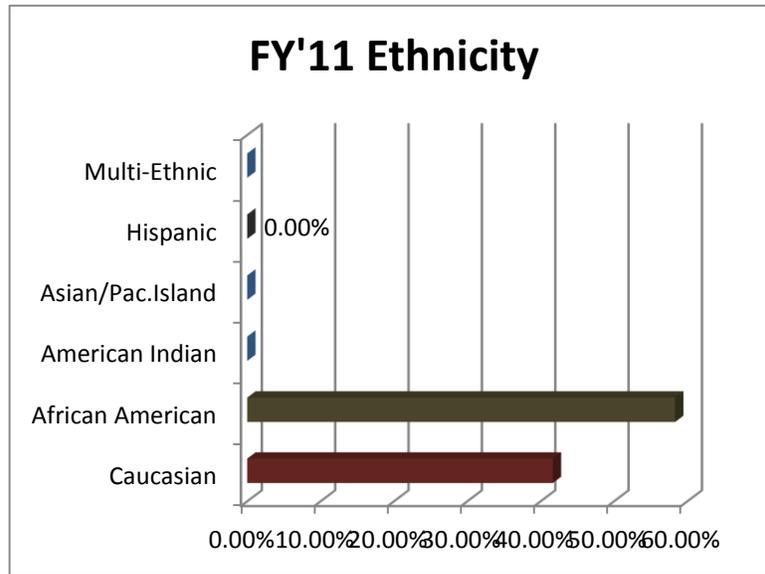
Gender	Calls	Percentage
Male	12	50.00%
Female	12	50.00%
<b>Total</b>	<b>24</b>	<b>100.00%</b>



Calls pertaining to Gambling were evenly split between females and males, although there were not enough calls in total to have significance relevance. It is difficult to determine trends based upon the low number of overall calls.

### Ethnicity

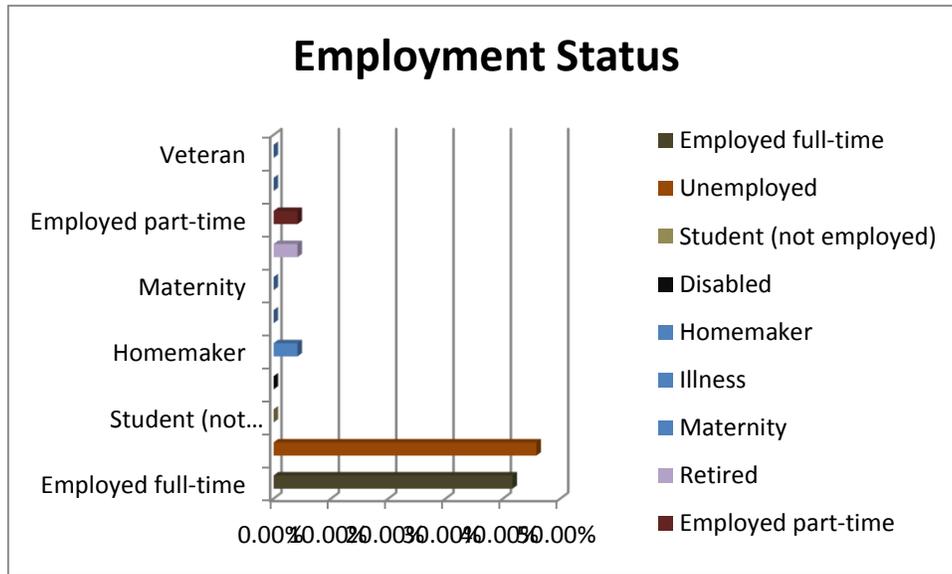
Ethnicity	Calls	Percentage
Caucasian	10	41.67%
African American	14	58.33%
American Indian	0	0.00%
Asian/Pac.Island	0	0.00%
Hispanic	0	0.00%
Multi-Ethnic	0	0.00%
<b>Total</b>	<b>24</b>	<b>100.00%</b>



Call patterns have changed slightly in FY'11 with more African Americans utilizing the service for Gambling than any other ethnicity. Typically, Caucasians utilize the service to a greater degree than any other.

## Employment Status

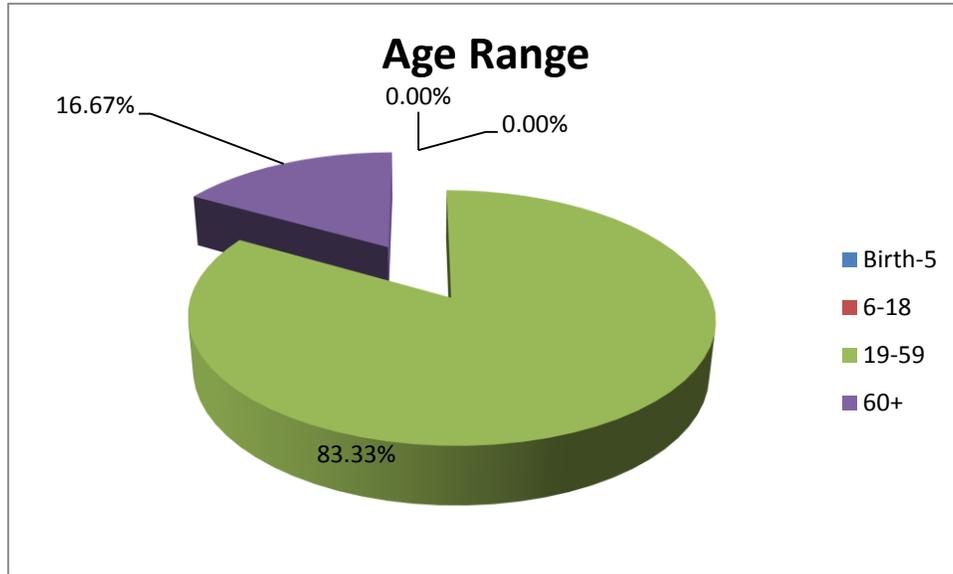
Employment Status	Calls	Percentage
Employed full-time	10	41.67%
Unemployed	11	45.83%
Student (not employed)	0	0.00%
Disabled	0	0.00%
Homemaker	1	4.17%
Illness	0	0.00%
Maternity	0	0.00%
Retired	1	4.17%
Employed part-time	1	4.17%
Temporary work	0	0.00%
Veteran	0	0.00%
<b>Total</b>	<b>24</b>	<b>100.00%</b>



Call patterns relating to Prescription Drugs are consistently received by Unemployed individuals. This trend has continued for each of the eight reporting periods studied.

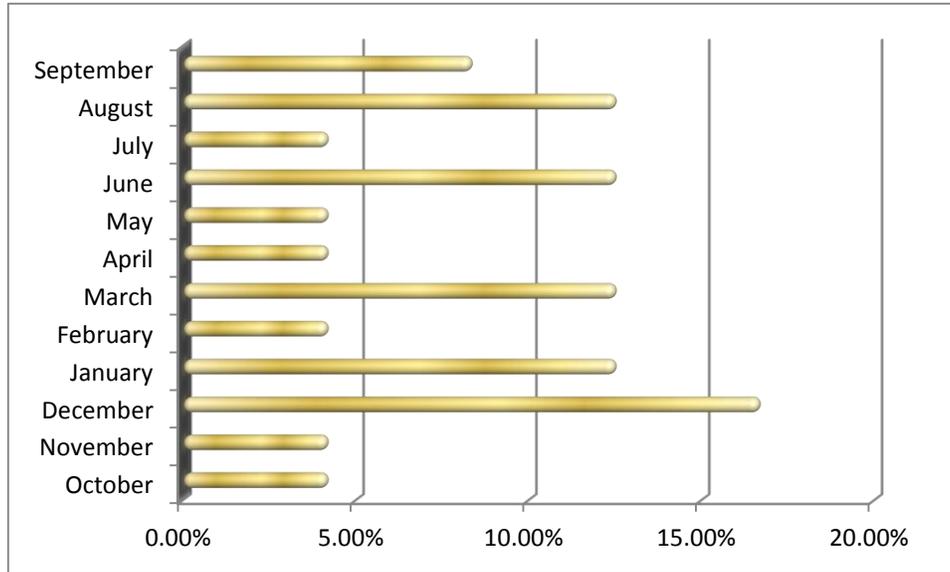
## Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	0	0.00%
19-59	20	83.33%
60+	4	16.67%
<b>Total</b>	<b>24</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<i>2010</i>		
October	1	4.17%
November	1	4.17%
December	4	16.67%
<i>2011</i>		
January	3	12.50%
February	1	4.17%
March	3	12.50%
April	1	4.17%
May	1	4.17%
June	3	12.50%
July	1	4.17%
August	3	12.50%
September	2	8.33%
<b>Total</b>	<b>24</b>	<b>100.00%</b>



Calls pertaining to Gambling in FY'11 were one specific focus area that did not follow the trend of high utilization during the summer months and lower utilization during the winter months, although the call volume is relatively insignificant overall.

### Regional Calls

Region	Calls	Percentage
Region 1	7	29.17%
Region 2	7	29.17%
Region 3	4	16.67%
Region 4	1	4.17%
Region 5	0	0.00%
Region 6	5	20.83%
<b>Total</b>	<b>24</b>	<b>100.00%</b>